

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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NO. 22

JUNE
21

A RED LETTER DAY
for Booksellers

Rosman Day

EVERY year for eight years the third Friday in June has marked the publication of a new Rosman best seller — an unbroken record of success! On June 21st of this year comes one of the most delightful novels this beloved author has ever written, **THE SLEEPING CHILD**. Plan now for your Rosman window on Friday, June 21st, and attract the hundreds of thousands of *buyers* and *renters* who have come to look forward to Rosman day as one of the big events of their reading year. **ADVERTISING** in the book reviews, and a daily campaign (continued longer than for any recent Rosman novel) will keep this book in the public eye. "We know 'The Sleeping Child' will be a best seller and best renter. You can stock it confidently, sure that *its popularity is not a matter of months but of years.*"—*Retail Bookseller*. If your order is not already in send it now. \$2.00

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Announcing for Fall Publication

JANE ADDAMS

By James Weber Linn

This authorized, definitive life of the distinguished humanitarian, social worker and Nobel Prize winner, will be published in the Fall by D. Appleton-Century Company. The author is Jane Addams' nephew, James Weber Linn, Professor of English in the University of Chicago, author of successful novels and volumes on American and English literature. The work has been written by Mr. Linn with Miss Addams' fullest cooperation, and she gave over to him her intimate papers some little time ago. It is a full account of a wonderful life and pictures one of the richest personalities of America. Here is undoubtedly a work to add to the shelf of truly great American biographies. Fully illustrated. \$3.50

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The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.

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In England it has been acclaimed by every critic of importance as one of the most poignant, disturbing, exciting, compelling books in many months. It was the choice of the English Book Guild. It was enthusiastically recommended by the English Book Society. It is a Book-of-the-Month Club recommendation.

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*JAMES HILTON (London Daily Telegraph) says: "A distinctly original first novel that should be widely popular."

*SYLVIA LIND (Harper's Bazaar) says: "Here is a world's best-seller without question."

*ROGER PIPPETT (London Daily Herald) says: "A remarkably exciting and compelling performance."



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BY RUTH FEINER

MAY 29

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JUNE 20

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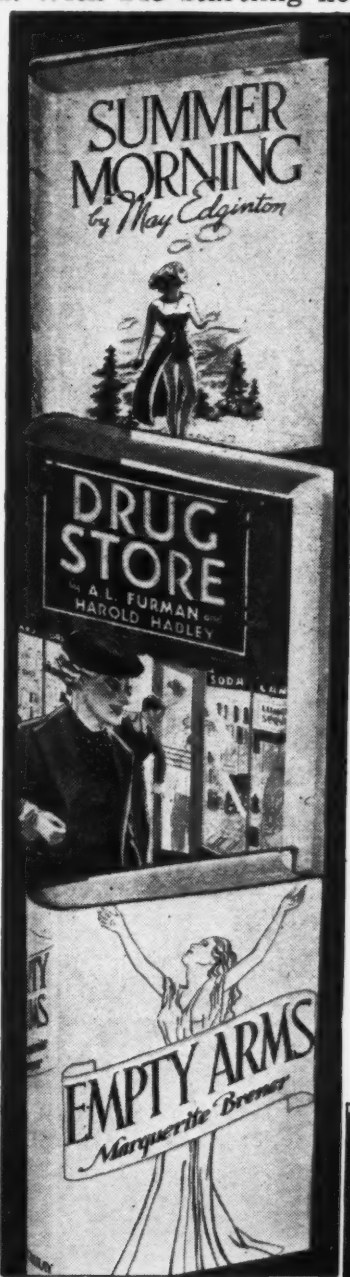
JUNE

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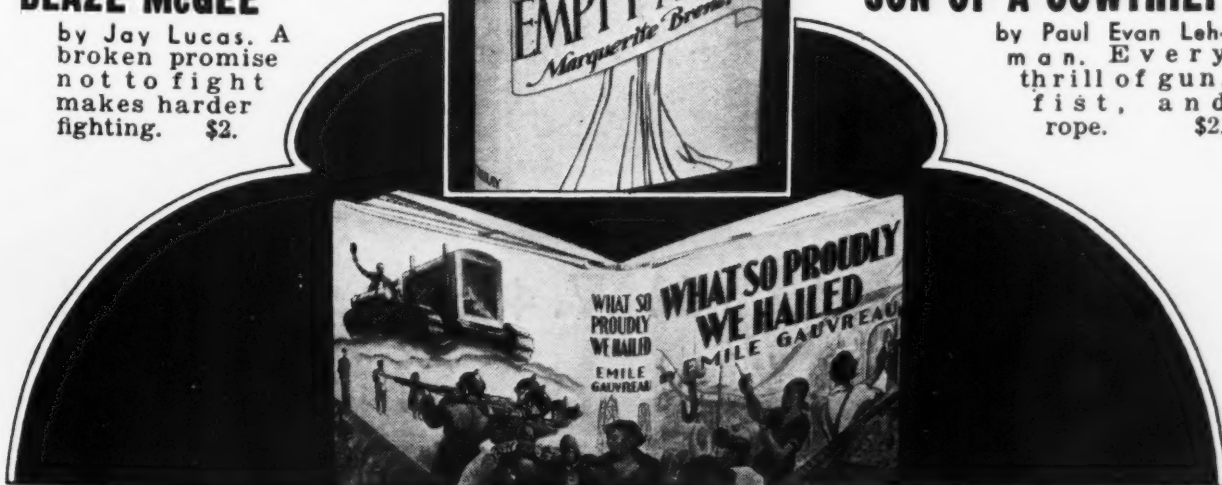
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JUST PUBLISHED

JANE ADDAMS OF HULL-HOUSE

by WINIFRED E. WISE



This is an authorized biography, prepared with Jane Addams full cooperation and approval. Her signed statement to this effect appears in the book. It is based in part on source material never available before—Jane Addams' own reminiscences and those of her friends, school papers, letters and recollections of residents who have lived at Hull-House.

Although this book was originally written for young people, it has aroused such wide interest among adult readers that we are convinced it will be an excellent selling item in both markets. Its publication date has been advanced to May 31st from next fall because of the general interest in Jane Addams now.

Illustrated with photographs, \$2.50

HARCOURT, BRACE & COMPANY
383 Madison Avenue, New York

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JUNE 1, 1935

Supreme Court Ruling Stuns Convention

*But A.B.A. Members Rally to Urge New Legislation Continuing
NRA Principles*

"WE HAVE JUST begun to fight." More than 200 members of the American Booksellers Association rallied behind this slogan spoken by the reelected president, E. S. McCawley, when the news came in the middle of the afternoon session at the American Booksellers Convention that the Supreme Court had voided the NRA. The morning session had been given over to reports on activities of the officers of the A.B.A. and the National Booksellers Code Authority in defending and fighting for extension of the NRA for two years before the Senate Investigating Committee and the Ways and Means Committee in the House.

When the shocking announcement came that the Booksellers and Publishers Codes, which had proved of inestimable value to the book-trade during the past year, were no longer effective—after a moment of stunned silence—it was immediately apparent that the task on which the booksellers were embarked was to be much more serious than had been generally supposed during the morning session. In the morning the task seemed to be to work for a two-year extension of the NRA with the President and House known to be sympathetic and cooperative and only the Senate lukewarm and opposed. After the announcement of the Supreme Court decision in the afternoon, plans were immediately made to rebuild from the ruins.

The Feld-Crawford Act, signed last week by Governor Lehman of New York State, which had been characterized by Cedric Crowell earlier in the afternoon as "the booksellers' second line of defense" immediately assumed the utmost importance as a

bulwark against price cutting and loss leader methods.

Senator Feld, who had been scheduled to speak in the morning but who was delayed by a court case, entered the room at this dramatic moment and was called to the platform to explain how the Feld-Crawford Act would operate for the benefit of the small, independent merchant.

This fighting enthusiasm was brought to its highest pitch in the evening when General Johnson brought the audience to its feet by thundering "This is a blow, but it's not a blow that should stop a man with a pint of fighting blood in his veins." He called upon the booksellers to fight for the principles of the NRA saying "NRA as written is rolled up tonight but the principles of the NRA, I think, remain, and a new statute can be written to preserve them. The future depends on whether you and people like you want them hard enough to fight for them. Your Code, and, indeed, the whole of NRA, seems right now to be on dangerous ground, but if you act promptly I think they can be saved. To curl up because of this defeat and let a great principle die for want of defenders, who can take it as well as give it, is not only cowardly but deadly dangerous."

Immediately following General Johnson's speech, President McCawley called upon those present to communicate that night by wire with their individual Senators and Representatives asking that immediate measures be taken to save in some way the principles of NRA. More than 68 wires were sent from the dinner tables by members from all over the country to their own Congress-

men. In addition a telegram signed by Mr. McCawley, as president of the American Booksellers Association, was sent to President Roosevelt, reading: "Despite Supreme Court Decision we small book dealers, hundreds of us in convention assembled, hope for enactment of adequate legislation to save us and our employees from the predatory price cutters."

The American Booksellers Association has strongly urged that all booksellers the country over get in touch immediately with their Congressman, pointing out how imperative it is that the NRA be continued in some form.

The officers of the American Booksellers Association have told the *Publishers' Weekly* that they are of the opinion that if booksellers and other small business men, who

need the protection of the Codes, put forth their needs as strongly and as quickly as possible, there is great likelihood that something will be done.

While the attendance at the Convention this year and last year has not been nearly so large as it was in pre-depression days, the seriousness of the problems which have been confronting the booktrade, and the enthusiasm for the well-led fight which booksellers have been making have made the discussions at the last two conventions of extreme interest. In general, only topics of real importance have had a place on the program.

Complete text of General Johnson's speech and of numerous other features of the Convention will be found in this issue. Other papers read at the Convention will appear in forthcoming issues.

The Loss-Leader—A Racket

Address Given at the A. B. A. Annual Banquet

GENERAL HUGH S. JOHNSON

THE WHOLE NEW DEAL is in black confusion at this moment due to the Supreme Court decisions in the sick chicken curse on the Frazier-Lemke Act.

I have read the papers but I have seen only a part of the actual opinion. It would therefore be both foolish and unseemly to comment upon it except in the most general way.

I expected that when this opinion came down, it would be much along this line. It was a poor case to take to the Court and in my opinion the true philosophy of NRA was not put before the Court. Worst of all the early enthusiasm for NRA had been allowed to lapse into bare toleration.

I have only one counsel to give you in the absence of more definite information. These things are never as bad as they seem at first blast. Did it ever occur to you that NRA was adopted in this country by a purely voluntary agreement with the President by 96% of all employers spontaneously and enthusiastically, before more than one single code had been approved?

NRA as written is rolled up tonight. The principles of NRA I think remain and I think that a new statute can be written to

preserve them. The future depends on whether you and people like you want them hard enough to fight for them.

When I say, you and people like you, I mean nearly every small independent business man in the country and every man who works for wages or salary in this country and the dependents of all of these.

It is a presumption for a layman to try to tell bees how to gather honey—or booksellers how to dispose of books—But I sometimes wonder if the methods for book merchandising are as effective as those for the New Deal, or Esquimaux Pie, or Henry Ford, or Mae West, or the Blue Eagle, or Social Justice or even Share-Our-Wealth. It's all the same game.

I know a book. The news of it threatened a libel suit under such circumstances of publicity that "Ants in Pants" got headlines in every American paper and in London and even in Paris—"des fourmis dans son caleçon." A delicate little popular song was written about it: "Oh gee! I can't dance—'cause I've got ants in my pants."

It was mentioned over the air several times in national hook-ups, in syndicated articles, and in editorials—in addition to which it

was on the most far-reaching and controversial aspect of the New Deal—a subject and even an author subjected to as many lines of publicity and photography as anybody.

Last week I attended a luncheon of the Women's Washington Press Club and that book was mentioned. It was apparent that out of fifty female newshawks—the most capable in the country—not more than five knew that there was such a book or—if they were aware of that—did not know that excerpts from it, published in a national weekly, were less than half of it.

Books are about the only product I know where “come and get it” is pretty nearly the extent of merchandising. In the Farm Implement Industry we used to say that we had salesmen and order-takers. The latter never got very far.

I suppose there is something about the circumstance of the guild of book merchants that I do not understand, but I hope that it is not a rarefied atmosphere like being “too proud to fight” or repugnance to the vulgarity of trade.

If it is, there are plenty of rude and vulgar department and chain stores who won't feel the slightest repugnance in the world to taking your fine old business off your hands and making a high or low grade racket of it.

I don't know what more can be done about it. We tried to do the best we could in the NRA Booksellers Code. I think your division of the retail code presents the strongest case that could possibly be made for the few price-stabilization provisions of NRA.

There isn't a cleaner, more interesting and, I think, finer business than a bookshop. It isn't everybody who can run one. My observation has been that most people who take up that trade do so because they love books and there are few loves which are better for the solace of weary travelers in this vale of tears.

People who buy books are in no class apart in social station, wealth, race, creed or condition—yet they do seem to be in a class apart in sentiment. Unfortunately, it is too small a class—but they regard books with



General Johnson Addressing the A. B. A.

“To curl up because of this defeat . . . is not only cowardly but deadly dangerous”

the respect due persons—many of them with the love lavished on friends.

It is something of a shock to see books utilized by a great department store in the “loss leader” racket—sold at or close to cost to entice people in, thus to convince them of low prices, and so sell cosmetics, lingerie and rubber goods at a whacking profit.

If books can be used as loss leaders—why not crucifixes, reliquaries and coffins? There is a real idea there which I gladly donate to my department, mail-order and chain store friends. What better “loss leader” could they devise than a nice quiet “Funeral Home,” “Mortician” and Embalming Department?

They could make the rate so low in the purely undertaking section (including hearse and burial service) that they could get lots of customers and clean up handsome profits on flowers and incredible quantities of crepe, mourning clothes for the entire family, black-edged paper and dark wax—for a whole year.

On the "loss leader" philosophy, this would be an all-season and depression-proof racket.

But it is not entirely original because I once knew a man down south who ran a cheap furniture and wood-working shop and built a beautiful trade, by a cut-rate undertaking department for darkies. With every fake black-walnut coffin he made and sold, he threw in a tin dickey painted like a torso in evening dress. You just slipped that over the shoulders of the departed and, through the sleazy pane of window glass he had put in the lid, you could hardly tell it from a Bond Street tail coat—even if the man was buried in his underclothes—which he usually was.

He was going strong until he tried to chisel on the tin work—and substitute cardboard. One day some embalming fluid leaked out during a funeral. It ate up the cardboard, started a riot, and ruined his whole business.

I have no brief against any particular commodity of commerce but they *do* grade themselves in different degrees of romance, as John Masefield showed in his ballad "Car-goes."

*Quinquireme of Nineveh from distant Ophir,
Rowing home to haven in sunny Palestine,
With a cargo of ivory,
With apes and peacocks,
Sandalwood, Cedarwood, and sweet white
wine.*

*Stately Spanish galleon coming from the
Isthmus,
Dipping through the Tropics by the palm-
green shores,
With a cargo of diamonds,
Emeralds, Amethysts,
Topazes, and cinnamon, and gold moidores.*

*Dirty British coaster with a salt-caked smoke
stack,
Butting through the Channel in the mad
March days,
With a cargo of Tyne coal,
Road-rails, pig-lead,
Firewood, iron-ware, and cheap tin trays.*

The iron-ware and cheap tin trays are O.K. in every way, but we just wouldn't like to see them sold by using "ivory, apes and peacocks" as loss leaders.

It is something the same with books.

The Big Fellow loss leader racket which threatened the book shops, before the code came, is quite as obtuse to such sentiment as my acquaintance who made tin dickets for dead darkies. The story about department store philanthropy in trying to make literature available to the widest circle of people for the advancement of the human race won't wash. Just now, they could best advance the human race by making pork chops available to the widest circle of people—but pork chops are not good loss leaders. Books as loss leaders are so good that even drug stores have adopted them and one can now make up, by a bargain on his literature, what he loses on his laxatives.

But the case cannot rest on sentiment or—I regret to say—we would lose our argument in the hard boiled materialism of this day and age.

Patents aren't sentimental and neither are copyrights. They were devised to keep science, invention and art from starving to death in the rapacity of modern commercialism—just as somebody said the farthing, or quarter-penny, was coined to enable the Scotch to practice philanthropy. No, patents and copyrights are not for sentiment's sake. They are to insure to our people the material advantages of intellectual progress.

The system of book writing, publishing and distribution are a part of the same thing. A great department store, by applying its tremendous volume to the relatively small cost of its book department and by bludgeoning methods of purchase can sell for less than a high-grade bookstore. Yet, according to recent published and uncontroverted reports, book and magazine sections of department stores were showing losses of from 1.5% to 14%. The National Retail Dry Goods Association has admitted that in department stores of \$10,000,000 sales, book department losses were 2.9% in 1930 with larger losses in smaller stores. There are many statistics, all of which indicate the use by these stores of books as loss leaders or at least general loss on sale of books—and none of which show that such stores are in the book business for profit.

If they are not in your business for profit, what are they there for? Nobody doubts the answer—to tout the public into their stores and more than make up the loss in books by profits too large on "cheap tin trays." I

say profits too large because, since the stores make a profit on *all* sales, they have to make extra profits on other things to make good the loss on their sales of books.

Thus the public pays in its price for "cheap tin trays" and what-not, the cost which the Big Merchant had to pay in its book department to fool the public as to the reasonableness of all prices in his store. If the same fellow who bought the books also bought the tin trays that might be fair enough, but this is rarely the case. Daniel buys a book and David a tray and Daniel doesn't even pay what it costs to diddle David. David pays it all.

Generally speaking, I believe that the surest way to get more sales and better returns on any product is low price and excellent quality. But low price, applied to one product by an intending monopolist, in a particular area, as an advertising device—to be recouped by high price on another product is not an application of this principle and it is of no benefit to the public—only to the monopolist. It is just a grossly unfair and dishonest trade practice. The loss leader book sale does not help the author, the publisher, the bookseller or the public. It only helps department stores and chains to sell other things at a higher price than they deserve and ruthlessly to cut the throats of their small competitors in *all* trades—and booksellers and others.

You have to have authors, publishers and bookshops to produce and distribute books. It is as well established as any economic fact that in the publishers' price there is no more than a bare living margin, all along the line, in the whole process. If they are retailed at cost, as a loss leader, the retail bookshop must go out of business. If there was one spot in the whole NRA experience where it was demonstrated that the loss leader racket was an instrument for the destruction of small enterprise, the creation of monopoly, and the disadvantage of the public, it was right here.

Generally I opposed in NRA, the fixed manufacturer's retail price. I did so because in so many instances it is a device to sell three cents' worth of drugs and half a pint of water for 79 cents, or one cent's worth of some standard commodity and four cents' worth of advertising for five cents. I can't regard that as a fair trade practice.

It may be that many a book is only two

cents' worth of printers' ink and 15 cents' worth of paper, plus a bunch of boredom we would pay to avoid—all selling for three dollars—but that is some editor's error. Other books are \$5.00 worth of midnight oil, X dollars' worth of talent, if not genius, and Y dollars' worth of manufacturing and sales cost for \$2.50.

Books are not a commodity such as sugar is, or canned soup. You can't measure their value as you can that of a barrel of crude oil. But you *can* set a minimum price upon which the art of writing them and the business of getting them to a pitifully small part of the public can at least live. They are necessary entertainment and education for somebody and they need a consumer price carrying a fair royalty, profits and wages to every element of their production and distribution, quite as much as does a ticket to a circus or a railroad ride.

Living wages and profits were seriously threatened throughout the book business when NRA came along and I regarded the equity of this cause as beyond question—particular and apart—and I hadn't then written any book either—not for 27 years. I am overjoyed to learn that the code has halted the process of your destruction and put some stability into your business. There are many other businesses in which codes have done as much.

There is a strong effort being made by loss leader chisellers to kill NRA or, that failing, to knock these provisions out of the codes. The National Retail Dry Goods Association has emitted some publicity tending to charge a decline in book sales due to asking the publishers' price for books. All available published figures show the reverse of that—that book distribution has shown a more healthy increase than other branches of retail sales.

This is just an example of the methods of a few special and selfish interests who are trying to kill NRA.

Monopolists cry "it promotes monopoly." The fact is that it is the only effective weapon yet discovered to check monopoly.

Those who prey on consumers by such methods as we have been discussing here say that it has retarded recovery by advancing prices faster than income. The fact is that the NRA group of prices has remained almost stationary since NRA went into effect

while the purchasing power of factory pay rolls has increased nearly 30%.

It is true that food and farm prices have risen faster than all income and that this has raised all prices a little faster than all income, but in the field of NRA the result has been just the reverse of that and to that marked extent NRA has retarded the very harmful result which it is accused of causing.

Oppressors of small independent enterprise and wholesale assassins of Small Business shriek that it oppresses the Little Fellow. That is an equally unfounded libel. It has halted the slaughter of Little Fellows throughout our whole economic structure. With business still marching at half time, we have far fewer Little Fellow failures than we did during the boom of 1928 or at any other time since figures were available, and this happened just when NRA went into effect.

You, who are Little Fellows in this sense, know that there is no truth in this false Little Fellow charge, and here and now—for the sake of public demonstration of an outrageous falsehood—I am going to ask you to answer, loud and high, and in strong unison, three questions I shall ask as to whether you Little Fellows have been helped or hurt by your code; whether you want to have the authority for price stabilization cut out of your code and whether you want to see NRA go down. If you don't want any of these things, say "no." When all three questions are answered, I will give those of a contrary opinion an equal chance. Everybody here knows that you had no intimation that such a test was going to be made.

Now—for number one of these questions, and those who feel the urge to answer, do so with a yell so this radio can get it.

(1) Has your code oppressed you Little Fellows? [Loud cries of "No!"]

(2) Do you want price provisions taken out of the Booksellers Code? [Louder cries of "No!"]

(3) Do you want to see NRA abandoned by this Congress? [Deafening cries of "No!"]

Now, is there anybody here who wants to voice a contrary opinion? All right—page Senator Nye and Herbert Hoover—a great radical and a great reactionary. They don't agree with you.

Mr. Hoover said the other day that while he was President, an NRA was proposed to

him but that he indignantly rejected it as un-American. You can see therefore that it would be all-American if the loss leader racket were permitted to destroy your ancient and honorable business.

Mr. Hoover rejected a good many other things as un-American—but I wouldn't think he would like to recall them one-by-one at just this juncture, so I won't do it, either, because I always did feel sorry for that lonely soul—lonely then, and lonely now.

I think a good many gentlemen are about to make a serious mistake on NRA. They got out on the anti-NRA limb a little bit too soon. 25 or 30 million heads of families and 80 or 100 million dependents never thought very much about NRA while the chorus of cat calls was going on. They only thought about it recently when they suddenly became aware that it is in danger of being snatched from them.

Mr. Hoover and several short-sighted Senators apparently thought that Fido didn't like this bone, because he growled while gnawing at it.

No matter how gentle and sweet he usually is, these gentlemen had better look out for Fido—when they really start to take that bone away from him. And that goes whether Fido is a Republican or a Democrat, or a Coughlinite, or a Longite or even a Communist.

It's all right about Huey's "share-our-wealth" and Father Coughlin's "job-for-every-willing-worker" and several other such birds in the bush that we haven't got. But the moment you begin to talk to me about "share my job" or "lengthen my hours" or "lower my wages" or let some monopoly take away my book business by knocking NRA in the head, I am going to begin to think about the bird in my hand—which happens to be a Blue Eagle.

That kind of reaction is going on everywhere and while I don't pretend to be a prophet of the kaleidoscopic shifting of this Washington scene, I know that it is unusually sensitive just now to popular reactions and that it is feeling this new groundswell in favor of NRA to its marrow.

All the Little Fellows in this country—28 million workers and their dependents—and all the operators of small enterprises—have a stake in NRA. If these Big Chiselers succeed in killing it, you will see the greatest loss of jobs, lowering of wages and lengthen-

ing of hours that we have known since the depression began. The Big Chains and Department Stores and Mail Order Houses will make up for lost time in getting rid of their small competitors, and the rate of Little Fellow bankruptcies will go back up to where it was when NRA began—the worst elimination of small enterprise we have seen in this century.

The critical moment in Congress is almost here. It is up to every one of you and to every one in the sound of my voice who works or depends on a wage or salary or a small business to let your Congressman know by a reasonable statement of your own case what it means to you. A lot of Congressmen have been deceived by Sloganeers into thinking you don't want NRA.

Your code and indeed the whole of NRA seems right now to be on dangerous ground, but if you act promptly, I still believe they can be saved.

NRA made many mistakes, but its principle was sound. It was being shucked of its evils and gradually piloted toward greater perfection. It may be a good thing for it to go through this Gethsemane. The fear of losing it has at last awakened its friends to its merits and they are in the overwhelming majority. The scare NRA has had will help to purge it of its bad features.

Before I heard about the sick chicken decisions I had written:

"On this reasoning, I dare say to you that, while there may be some anxious days ahead, some narrow squeaks, and more than a little boat-rocking, you can feel secure that the gains you have made will not be lost, that your code is secure, that for all the Big Black Wolf may huff and puff against your NRA house of refuge, it is built of bricks and not of straw or sticks, and that it is not going down this season."

I had written that and in revising the speech just before coming here, I struck it out.

It was wrong to strike it out.

Why, the principle of NRA is nothing less than the principle of righteousness.

It was maladroitly expressed, but we can express it over again. It trod forbidden ground but we can straighten its path.

This is a blow but it is not a blow that

should stop a man with a pint of fighting blood in his veins.

To curl up because of this defeat and let a great principle die for want of defenders, who can take it as well as give it, is not only cowardly but deadly dangerous.

Throughout the whole world mankind is moving away from old doctrines that put profits and property ahead of the principles of decency in business.

There are idealists who would go too far and destroy the profit system for the sake of an imagined paradise. There are reactionaries who would not go at all. There is Franklin Roosevelt who proposed to preserve but to harmonize both our political and our profit systems.

To thrust all his efforts back to their starting line is to say that, under our form of government we cannot do this. To say that in the present march of enlightenment is to endanger that form of government.

I don't believe the Supreme Court has said that. I think it has pointed to errors that I have felt myself and the thing now to do is to correct those errors in conformity with that opinion.

But because the decision has made chaos and despondency and rearmed the enemy tonight, is no reason for the friends of these principles to lie down and take it. It is a multiplied reason for ten times the courage and effort and fight that we have ever shown before.

NOTICE!

General Johnson's address presents a pithy analysis of the fallacious loss-leader policy. Already booksellers have asked us for reprints of this speech to distribute to their customers. The *Publishers' Weekly* will make these reprints available to all booksellers at the cost of re-printing: 20 cents for 10 copies; \$1.50 for 100 copies or \$6 a thousand. Address requests immediately to the Office of the *Publishers' Weekly*, 62 West 45th St., New York City.

The President's Address

Including the Report of the Executive Secretary

E. S. McCawley

THIS YEAR marks the tenth anniversary of the formation of the executive office of the American Booksellers Association. During the past year the Board of Directors has met regularly each month to consider various problems of booksellers as well as the management and activities of the Association. Right at this point I would like to remind you all that the Board of Directors represents *you* here in New York. The Association is your Association. We are here trying as hard as we can to carry out your ideas and your wishes. We don't know your wishes unless you let us know, and we would be very glad to have comment or criticism of how we can better serve you at any time. If there are any matters of trade improvement on which we can cooperate in any way, we would be glad to take them up for consideration.

The work of the American Booksellers Association falls into two main classifications—the operation of our service departments and the improvement of trade conditions.

Through cooperation with the National Association of Book Publishers and the Joint Board, many new activities have been sponsored. Such matters as the White House Library Presentation, the Home Ownership of Books campaign, the American Merchant Marine Library Association project, and the Undergraduate Library Contests, have had the time and attention of this office.

The service departments occupy a very important place in the picture. They furnish us with funds for carrying on Association work, and nearly all of our members take advantage either directly or indirectly of one of these services. We hope to be able to continue to expand the work until every member receives direct help from the service departments of the Association as well as other less tangible benefits derived from Association membership. We conduct an Information Bureau, which has been more active in the past year than ever before, and an increasing proportion of members are taking advantage of this service. We have answered



E. S. McCawley

Reelected President of the A. B. A.

several hundred requests in the past year for information of all kinds, and this service has proved to be of particular benefit to all out-of-town booksellers whose reference sources are necessarily limited. Through our air mail service booksellers on the West Coast and at distant points are able to save as much as forty-eight hours in sending orders to New York publishers through the agency of the A. B. A. They type their orders on government post-cards and enclose them in air mail envelopes to the A. B. A. office. On receipt the envelopes are opened and immediately remailed, usually reaching the publishers the same day. This has resulted in a considerable speeding up of service from eastern publishers. Special rush orders are telegraphed to the Association, usually by night letter, and the orders relayed by telephone to the publishers. This service may be used whether the books are shipped through the

Clearing House or direct to the bookseller, and the only cost to our members is reimbursement for the exact number of telephone calls made.

Out-of-town booksellers mail or telegraph orders to the A. B. A. for deliveries to departing steamships. The books are ordered by this office from the publishers, and delivered in one package. A message card is enclosed if requested. The rates charged for this service are strictly cost.

There is a certain amount of free advertising carried by magazines of national circulation which is institutional advertising fostering the general sale of books. The magazines that have cooperated on this are the *American Mercury*, *Harper's*, *Scribner's*, the *Atlantic Monthly*, the *Golden Book*, the *New Republic*, the *New Outlook*, the *Forum*. I would like to take this opportunity to thank these magazines for their cooperation.

Throughout the year we have sent out to bookshops the *Bulletin* which has carried valuable information regarding the application of the Booksellers' Code as well as notices of promotional plans. We would be very glad to have comments and suggestions as far as the *Bulletin* is concerned as to how to make it more interesting to you. I have in mind, when the affairs of the Association warrant, some sort of house organ which the A. B. A. might sponsor and which would be your medium of exchange on all sorts of topics of interest to booksellers.

We have moved in the same building to larger and better quarters, whose furnishing and equipment will soon be completed. It is a place we shall be very proud to have you see when it is complete, and you must remember it is *your* office and to be used by *you*.

The Association serves as a New York office for its out-of-town members. Recently a bookseller in California placed an order with a small New York remainder dealer in response to an advertisement. He asked us to check up on the books, and we found that they were not what they had been represented to be. We so informed the bookseller, who cancelled the order. Through this type of service, for which we make no charge, many booksellers save far more than the amount of their annual membership fee.

At this point I would like to take opportunity to pay tribute to Mr. Coles, our Ex-

ecutive Secretary. He has needed only the barest hint of some new activity to get right on the job and follow the thing up until he landed the contract, and through his efforts, I am proud to tell you, the business of the Consolidated Warehouse for the next fiscal year will be practically double in volume. This service is of particular interest to smaller publishing houses, which, through this consolidated service, can have storage space and shipping facilities in New York. We have had in the past year a change in our warehouse facilities. We have taken another floor, moving all our activities to the street level with offices on the second floor. In the warehouse we have had installed modern steel bins, fireproof, adequate lighting, adequate storage facilities, etc. I would like to say, also, that we have been having contacts with certain educational publishers and those booksellers who handle textbooks in quantity, offering them the same facilities as we offer to trade book publishers. I hope in another year we may be able to persuade a large number of them to cooperate with us as trade publishers have.

The Consolidated Warehouse of the Association is now serving 23 publishers. During the last year, the warehouse has shown a splendid growth through the addition of new accounts. The newest publisher to start using the service is the Hartney Press, and the books of Blue Ribbon Books, The John Day Company, and Reynal & Hitchcock will be handled in the Consolidated Warehouse beginning June 1st. In this connection, we have materially enlarged our quarters, although we are remaining in the same building at 35 East 20th Street. This central location has been found very advantageous, as it is close to subway and street car lines, making it easy for booksellers to pick up the publishers' books, as well as being in a central position in relation to the distribution of the major book outlets of New York City. This is a cooperative venture for the benefit of the trade, and as the work continues to expand, it is our intention to reduce the rates.

The grouping of publishers in the Consolidated Warehouse, because of the efficient handling and the principle that all orders are shipped each day, makes for an improvement in the publishers' service in getting books to their dealers. In addition, the

operation of the Consolidated Warehouse, in connection with the Clearing House and with the other Association activities, makes for an efficiency and economy in all departments which would not be possible were they operated independently. One benefit is the reduction in the costs of the Executive Office.

Of even more direct interest to the booksellers is our Clearing House service. The Clearing House was one of the primary reasons for opening the Executive Offices of the Association. We are indeed pleased to say that during the last year we have made faster strides than ever before. We are continually serving more accounts, but we still feel that there are many booksellers who could profitably use this service who are not now taking advantage of it. At this time, we should like to stress that the instructions are made up to fit the individual needs of each account, and can be changed just as often as necessary. Those booksellers who are not now using the service are invited to drop a line to the Executive Office. We would be very pleased to send you a complete analysis of your shipping problem.

Ernest Eisele, the treasurer of the Association, is away on a trip to the West Coast. We have left the financial report for the end of this statement, as possibly it is the most encouraging part of all. The Association has, for the last two years, shown a steady improvement in its financial condition. The service departments have been built up, and are now showing an ever-increasing volume of business. This has made possible many economies. The net result is that the operations of the Association for the year show an excess of income over expense.

You will recall that in 1930, the Association was in such a difficult financial position that it was necessary for us to sell debenture bonds in order to continue in existence. It has recently been possible to make an offer of a settlement on some of these bonds to our bondholders. At this time, may we take this opportunity of thanking the bondholders who turned in their bonds at a reduced rate. Already 58% of the outstanding bonded indebtedness has been so retired, which has considerably improved our financial position. The detailed financial report of the Association is on file at the Executive Office, and may be examined by any A. B. A. member.

In conclusion, we would like one thing, that is the opportunity to be of even more

service to the members of the Association. Whenever there is any job—no matter how big or how small—which the Association can do, or when there is some personal way in which the Executive Office can be of assistance to you, please do not fail to let us know. It is customary at this time to make a plea for cooperation, but in all honesty we must say that, during the past year, all of the Association activities have had splendid cooperation from our membership.

During the past year some of the legislative problems the Association has had to handle have been as follows:

The New York City Sales Tax. When the tax was passed, we sent every bookseller a special communication giving advance information as to how the tax was to be handled.

We also assisted the sponsors of the Feld-Crawford Bill, and were represented at Albany at the hearings.

Of primary importance, of course, has been the Booksellers' Code. You will recall that Schedule B, the Booksellers' Code came into being only after months of intensive work by the Association under the leadership of such men as Cedric Crowell, Richard Fuller and Frank Magel.

Immediately after the Code was approved on April 13, 1934, the National Booksellers' Code Authority was set up. However, that Code Authority had no funds for administration, and the A. B. A. office immediately stepped into the breach. Since its inception, the Booksellers' Code has been administered through the A. B. A. Executive Office.

During this time, every Code complaint or investigation has been handled promptly. It has made not the slightest difference whether the complainant, or the person accused of violation was a member of the Association or not; each such matter has been handled with complete impartiality.

The Association has continued to press vigorously for the continuation of NRA. Many trips to Washington have been made. At this time, may we take the opportunity of thanking those members who have cooperated by expressing their opinions direct to their representatives in both houses of Congress. The Booksellers' Code represents a tremendous step forward in the improvement of bookselling trade conditions, and it is our hope that these gains will be extended as time goes on.

Report on NRA Extension Activities*

E. S. McCawley

I HAVE BEEN ASKED to speak to you on legislation to extend the NRA. On April 18th your President appeared before the Senate Finance Committee in favor of a two-year extension of the NRA. The attitude of the Senate, as you know, has been very hostile toward this extension and it proposed extension of only nine and a half months in Senate Resolution 113. The effect of this resolution is practically to throw over the Blue Eagle, clip its wings, wring its neck and throw it on the administration's doorstep with the remark, "Here, take your darn bird." The Senate resolution provides for no price provisions of any sort and specifically states that price-fixing of any sort is definitely out of the picture, except insofar as it might apply to interstate business. The resolution further provides for a month in which to review existing codes.

Senator King of Utah was the principal questioner on the Finance Committee, apparently acting as spokesman for the bloc in the upper house.

I presented a brief which was the gist of all of our arguments in favor of NRA, going into the history of the importance of our Code in the first place, the situation of our industry prior to NRA and improvement shown since operating under our Code, how our Code works, and the general upswing of business since the Code came into existence. It had been stated by some that business had improved because publishers were getting more out of their books and that it was because of that, that business had come back from cut-throat department stores to the bookstores and the unit of sales had increased. It isn't a question of publishers getting any more for their books. Publishers get the same prices for their books in selling to us as they do from department stores provided we buy certain quantities, and there's no rhyme or reason to the argument that the increase in publishers' business was due to an increased unit of sale because our Code

contains no price-fixing or price-maintenance provisions.

This brief I presented was prepared after conversation with Cedric Crowell and was virtually a digest of his arguments since the beginning of our fight for a code. His masterly presentation of all code arguments has provided material with which our industry might fight to the very last ditch.

I was asked very few questions before the Senate, those few concerning price provisions.

House Hearing

Last week, on May 22nd, I again appeared in Washington before the Ways and Means Committee, ably supported by Stanley Remington and Lewis Traver. The House hearing was much more informal, and witnesses were not required to testify under oath. I submitted our original Senate brief for the record and spoke extemporaneously on four points, House Resolution 295, Senate resolution 113, on the two-year extension, interpretation of state and interstate enforcement of price maintenance provisions, and asked relief from such unfair competitive methods as those to which we have been subjected. At this point I would like to read from the House resolution:

"No price fixing by concerted action, either with or without governmental supervision, shall be permitted or sanctioned under the provisions of any code; provided, that provisions which the President shall find necessary and in the public interest, and which are established and enforced under government control, in order to prohibit discriminatory price cutting, or otherwise to protect small enterprises against discrimination or oppression, or to deter the growth of monopolies, or to prevent the waste of mineral natural resources shall be permissible, that no person shall thereby be prevented from selling goods or services, without discrimination between customers at a fair competitive price."

I filed a further brief in extension of my original testimony since witnesses were allowed but a brief period. The questions asked by the Committee members were much more pertinent than questions asked by the Senate Committee and showed

* [Although the Supreme Court decision has materially changed the direction of the fight for price maintenance, the *Publishers' Weekly* feels that its readers will be interested in first hand reports of the activities of the ABA in urging NRA extension. It therefore prints in full the reports of Mr. McCawley, Mr. Crowell, and Mr. Magel.—Ed.]

that quite a little thought had gone into their study of business conditions in general and particularly in our industry. I submitted to the Committee advertising on price-fixing carried by R. H. Macy & Company, John Wanamaker's answer and January 2nd advertising of New York department stores responsible for cut prices. You will remember that that advertising stated that "on these books no longer do you have to pay high prices." The Committee was very much interested in this advertising, and it was passed about among all of the members. I also managed to have them see Mr. Crowell's letter concerning the Feld-Crawford Bill presented in Albany. The Committee felt that this was important because it had a direct bearing on the situation involving our Code. Later on this letter was introduced for the record. There was one Representative, Dingell, who asked a great many questions, showing a comprehensive knowledge of our problems and apparently tremendously interested in the situation in the book industry.

Macy Representative Heard

Q. Forrest Walker, representing R. H. Macy & Company, followed me on the program, and we waited over in the hope that Remington or Traver might have opportunity to testify, as we had been promised that three members of our Association would be heard at the hearings. There was no chance for rebuttal. There was direct testimony, no argument. Mr. Walker presented a masterly opposition to the NRA in all its aspects except child labor, hours of employment, minimum wages; otherwise he said he thinks NRA is all wet. The New York papers gave some space to his remarks, but did not cover the two hours of cross-questioning.

I was very much pleased to find that the Committee was very well informed on such questions as loss leader practices and their place in department stores and their effect on small retailers. They had studied the question closely, and Mr. Walker was quizzed thoroughly. Loss leader practice, he maintained, is necessary to the Macy organization in order to emphasize the Macy policy of 6% saving to customers.

The chairman at one point asked Mr. Walker if he was familiar with the advertising sponsored by the Macy Company, and

Mr. Walker said he did not know what they carried in their advertising. The chairman said, "I see the gentlemen from the Booksellers Association in the audience who testified last night. I wonder if he still has the advertising in his brief case." I said I had it and submitted it to him, and he read it word for word, and asked Mr. Walker a great many questions. Mr. Walker answered all of them most adroitly, and it was most entertaining to watch him in action. He reminded one of a star halfback darting back and forth over the field.

This really concludes my remarks on the situation in Washington. I might say I think things look brighter. I think we have a very good fighting chance to have the House resolution adopted, but you all have to do some work. We have done our share. We have spent our time and money going down there to Washington, and your part is to send telegrams to your own Representatives, to your own Senators, telling them that you as practical bookmen and women are in favor of an extension of NRA for a further period of two years; it means your bread and butter and you want it. They are only convinced by what their constituency tell them. Politics are involved to a great extent in this matter, and it involves lots of dynamite. The House is in favor of the two-year extension; the President wants it; the Senate is on the fence or definitely opposed. Telegram blanks have been placed on each of the chairs. You will find lists of your Congressmen and Senators in the World Almanac in the hall outside. Before you leave this room write out your telegrams to your Representatives and Senators. Telegrams from New Yorkers are not sufficient. Opinions from booksellers all over the country should be recorded with your representatives in Washington.*

I hope to have a resolution proposed on concerted action of this Association endorsing the extension of NRA for two years, and to send that resolution to every member of Congress. I want them to know that the booksellers are back of their Association on this, one hundred per cent.

Thank you.

* When it was learned in the afternoon that the Supreme Court had voided NRA codes the plan of action was changed. The booksellers at the Convention were urged to send telegrams or letters to their Senators and Representatives pleading for new legislation to take the place of NRA. All booksellers the country over are being urged by the ABA to take this step in support of the fight against loss leader practices.

[John Kidd offered the following resolution for the approval of the Convention:

"Resolved that the American Booksellers' Association in Convention assembled endorse with fullest approval H. R. Resolution 295 for a two-year extension of NRA. This extension is vital to the interests of all small, independent bookstores if they are to survive

the cutthroat competition of department stores using books as loss leaders."

This resolution was seconded by one of the members of the Association present, and carried.

This resolution was to be forwarded directly after the Convention to all members of the House.]

Activities of the Code Authority

CEDRIC R. CROWELL

I DON'T WANT to wax too sentimental but I do want to say that I very much miss Dick Fuller, who has been such a great tower of strength in this fight for the last two years. He is ill, has been ill for several weeks, and will probably be ill for several weeks more, but I'm sure you all join with me in hoping for his speedy recovery in the near future.

The National Booksellers' Code Authority has functioned consistently, we think, and actively during the last year. Mr. Magel will tell you of some specific things we have done, it is my privilege merely to mention some of the perhaps extraneous activities of the Code Authority in connection with the continuation of the Code.

We have had to appear in Washington a good many times. Mr. Fuller has borne the brunt of those trips, if brunt there be, at least insofar as time and effort are concerned, and made many trips to Washington. I have made some. Perhaps the most important trip we made was last January 2nd when we appeared at the National Industrial Recovery Board's hearings on price provisions in codes. We filed a brief at that hearing which included in it data which we had been able to obtain with the cooperation of the National Association of Book Publishers indicating that a very large percentage of the members of that Association and publishers not members of that Association had experienced in the year 1934 a very substantial improvement in business over 1933. The National Industrial Recovery Board was interested to know, as are we interested to know, whether this Code the booksellers have had for the last year has had the effect of increasing business or decreasing business. Out of, I think, thirty-five publishers whose records we were able to obtain there was one that showed a decrease of 4%. Thirty-four

showed an increase in total trade book business of from a fraction of 1% to 180%, with an average improvement in excess of 20%. This, to our mind, and I think to the mind of any dispassionate reasoner would indicate that the Booksellers Code had not resulted in a reduction in book sales which was the promise made for it by certain of its opponents, and in our judgment the record of increased sales from publishers to dealers was the best argument we could possibly have for the continuation of our Code, and the continuation of NRA. The National Retail Dry Goods Association, through its executive secretary, immediately prior to Christmas business early in December, had released to the press a statement to the effect that the Federal Reserve figures indicated a reduction in book sales and that was attributed to the Booksellers Code, and they indicated that the Booksellers Code was ruining the book business. It was necessary for us to do a little detective work, and we were able to discover the fact that these figures which were given the glorification of having emanated from the Federal Reserve Board of New York and therefore seemed to be of a disinterested source were, in fact, figures supplied by nine department stores in New York, eight of which were notorious price cutters. We presented that fact at the hearing in Washington. I don't know how much hell he got, but the Executive Secretary of the National Retail Dry Goods Association should have got some, for laying the Association open to the attack which we were able to make. Since that time the Federal Reserve Board has issued all its reports as confidential reports not for publication because of the fact that we have been able to persuade the Federal Reserve Board that certain interested parties were misusing

those figures to deceive the public. The Code Authority pointed out the fact that a not exhaustive but we believe typical survey had been made, not by the Code Authority but by Frederic Melcher which established to his satisfaction and to our satisfaction the fact that book prices had not increased as the result of the Code, and, in fact, have somewhat decreased as the result of the Code.

I should like if I could, for just a second, to point out the difference we feel exists between price-fixing and price maintenance. That question has been asked this morning by a representative of the press, for instance, and I am sure that perhaps it is not clear in the minds of all consumers, although a primer has recently been issued on the subject.* The difference between price-fixing and price maintenance, as I understand it, is this: if a group of publishers got together and said "We agree that hereafter books of 200 pages shall be \$2, no more, no less; books of 250 pages shall be \$2.50; every book of 300 pages shall be \$3," and, if they agreed to that arrangement, that would be price-fixing. If the Booksellers Code provided for price-fixing—I don't know how the rest of you feel about it—I wouldn't spend ten minutes of my time working for it.

There is nothing in the Booksellers Code, nothing in the Publishers Code, that indicates the price at which any book shall be published, and if the publisher chooses to publish a book at 10c., it is O.K. with us. If the publisher decides to publish a book at \$10, that, too, is O.K. with us. He knows his costs and is perfectly competent to set the price at which his book should be sold. Once the price has been set I believe, I think we all believe, that the product should be sold at the price set. Why? Because there is a fair margin of operating profit which has been taken into consideration before the selling price has been fixed. Without price maintenance, the price is slashed, the article is sold at less than cost, and then we have the loss leader. Loss leaders are either charged to advertising or, in the case of books, the total book department losses are transferred to other merchandise, and customers are required to pay more for their neckties, more for their suits of clothes, more for mattresses, merely because they bought books at cut prices. The loss simply has to be made up on some items.

* [On May 18th R. H. Macy & Co. took a large advertisement in the morning newspapers headed "The Primer of Price Fixing."—Ed.]

The Code Authority, about a month ago, decided that the Code Authority should appear in Albany in support of the Feld-Crawford Bill. We did appear there, and presented our arguments in favor of the Governor's signing it. We suggested to the National Association of Book Publishers that it send a representative to Albany to argue in favor of that bill, and a representative of the Association was present. As you know, the Governor has since signed this bill.

Last week ten of us went to Washington. Three booksellers were present at the House hearing, as Mr. McCawley told you, and seven of us attended the meeting of those in favor of the extension of the NRA. We were not able actually to see the Senators, who were at that time in committee meeting or awaiting the President's address on the Bonus Bill, but we left at many offices briefed documents setting forth our opinions as to why the NRA should be extended for two years. I cannot too strongly emphasize the necessity that you now do your part.

One more word—Assessment for supporting the Code Authority has been mailed to many of you. Many of you have responded, some of you had already paid your Retail Code Authority, and some of you had paid the Booksellers Code Authority. The money derived from these assessments goes toward only one salary expense, that for clerical work. None of us on the Code Authority, thank Heaven, gets a nickel. We have kept the budget low and tried to avoid making the assessment difficult for you to bear. These assessments should not be confused with dues to the A. B. A. They are two different cats but darn nice pussies.

I would like to say in final conclusion one more thing. I called in at the office of Senator Barbour of New Jersey, and his secretary said to me, "What is this? We have heard that small industry is opposed to the NRA. You're the first person we've ever heard from who says NRA has been a benefit to small industry." This conversation appeared to indicate that propaganda had been circulated among Senators giving the impression that the NRA had proved to be injurious to small industry. And so it is up to us, to all of us who are actually engaged in small business to impress upon our Senators and Representatives that we want the principles of our Code and the NRA preserved. Please do indicate this in telegrams to Congressmen and Senators.

Functions of the Code Authority

FRANK L. MAGEL

BEFORE I SUMMARIZE ACTIVITIES in connection with the Code for the past year, I would like to remind you that when I introduced to you last year at the Executive Meeting your then new President, Mr. McCawley, I said to you that I was certain that the affairs of the Association were in excellent hands. Mr. McCawley has performed a very creditable job. I don't believe we could have found a man to do a better one, and for myself, and, I believe, for all other members of the Association, I would like now to offer to Mr. McCawley my hearty congratulations.

I think it might be helpful to some of you if I were to name the complete personnel of the Code Authority because I don't believe many of you remember it. The members who were appointed to represent the American Booksellers Association: Cedric Crowell, Richard Fuller, Harriet Anderson and myself; members who were appointed to represent booksellers who were not members of the Association are Virginia Kirkus and Walter Cox; the member appointed to represent the National Association of College Bookstores is James Lott; S. F. Heinritz, of the Consumers' Advisory Board was appointed Administration Member on our Code Authority, he having just recently been succeeded by Walter Spreckels.

When I talked to you at the last Convention about our success in obtaining the Code, I said to you that there were many people who were to be given credit for helping to bring it about, and, while I did not want to take any credit away from a single person who had helped, that the chief credit for the final accomplishment of this Code of ours should be given to Cedric Crowell and Richard Fuller. I would like to say this, also, that while every member of the Code Authority has given every bit of time and effort he had been called upon to give to the work of this Code Authority, the chief credit for its accomplishments should also be given to Cedric Crowell and Richard Fuller. Mr. Crowell, as you know, is the chairman of this Code Authority, and he has given his usual careful thought and attention to every problem confronting the Code Authority. Mr. Fuller, who was appointed a member of

the Code Authority to serve on the National Retail Code Authority, has been the ideal representative for that job. I don't believe any other man could have done the work that Dick has been called upon to do as successfully. It has seemed to fit right into his particular and peculiar capabilities. Dick is ill, as Mr. Crowell has told you (I have the feeling that perhaps his illness is partly due to the time, effort and strenuous work put in on the Code), and I should like to ask you to send to him a particular enthusiastic, friendly and cheerful message.

[On the resolution of Frederic G. Melcher a telegram was sent to Richard F. Fuller of The Old Corner Book Store in Boston, reading: "Booksellers Convention voted affectionate greeting to you this morning stop Supreme Court decision tough but outlook not hopeless stop get better fast will do our best pending your complete recovery love from us. (Signed) Macmagcrow."]

We have had very little difficulty with compliance with provisions of the Code. All department stores, which were selling new books at less than full price, were in complete compliance within a week after the Code was established. There were only two matters which involved any trouble. One was the matter of the sale of new reprints at full price, the other, the sale of overstock at less than full price. These two matters were cleared up very quickly by interpretations which Washington finally O.K.'d. The Code Authority has been called upon to make many explanations. Several interpretations, those of major importance, have been published. I shan't talk about them now.

Committees were appointed to study and bring in recommendations upon various matters covered by the Code. Chief among those were the Committee on Booksellers-Publishers Relations, the Committee on Public Libraries and a Committee on Rental Libraries. The Booksellers-Publishers Relations Committee has worked very closely with the Publishers Code Authority to iron out all of the conflicts that have arisen, and

we have had excellent cooperation from them and no complaints. The Committee on Public Libraries made a survey of library discounts over the country and attempted to bring in a recommendation for maximum library discounts. A hearing was held in Washington on that proposal. The opposition was quite formidable and well organized, so much so that it seemed apparent that the wise thing for us to do at the moment was to withdraw the proposal in the hope that at some future date we could bring it up again with better chance of success. The Committee on Rental Libraries sent out a questionnaire to over 2,000 dealers, held several group meetings with operators of rental libraries, of individual libraries, store libraries and chain libraries. They discovered that the rates were so much in variance in different parts of the country that it seemed inadvisable to attempt to establish uniform trade practices for the rental library business. Instead they have made a proposal to Washington that local communities be allowed to set up their own trade practices in rental library operation. Those trade practices will become operative when 75% of the dealers in a particular locality are in agreement. Final word on that proposal is simply awaiting developments in Washington. If the NRA is continued for a period of two years, there will probably be a decision issuing from Washington on that proposal very soon.

Accomplishments of the Code, in brief, are simply these: increased employment, decreased hours of labor in the trade, increased sales in the trade, increased number of book outlets, reduced bookstore losses—and in many cases those losses have been reduced to a point where there is possible profit in sight. All of these accomplishments, in my opinion, are the result of just one thing, the Code Provisions which take books out of the loss leader field. There are some persons and firms who have regarded the Code from what they like to have the public consider the consumer's point of view. It is well for all of us to remember that that provision preventing loss leader practices in connection with the sale of books had the full support of the Consumers' Advisory Committee before it was accepted by the Administration. Cut prices, loss leader practices, as you know, do not mean cheaper price levels to consumers. If an item is cut one dollar in a store, it

doesn't mean that that dollar is put on some other item; it means that perhaps one cent is put on each of a hundred other items, resulting in the raising of the price level on these items to all consumers. It does not mean lowering of price levels. One element which contributes to the lowering of price levels, as you know, is a wide distribution to a large number of dealers who are willing to sell a particular article or line of merchandise because they can do so successfully. The larger the number of dealers selling an item, the larger the number of consumers of that item, the more certain the price level of that item will eventually lower.

We want to keep this Code. In fact, it is essential to our industry that we do keep the Code, and keep the loss leader provision in it. If the Code should be discontinued, there will be an orgy of price cutting that we have never dreamed of, the result of which would be that bookstores would simply cease to exist. Mr. Crowell has told you what we have done and what we are doing to keep the Code, and has told you what you can do to help keep it. I want to emphasize the fact that it is absolutely vital that we do keep it, and not only can you send your telegrams to your Representatives and Senators, but you can become so loss leader conscious that you can do some talking about it at home to other business men, and you can help clarify the situation about price-fixing, price maintenance, loss leader practices. You can do something about the sort of advertisement we see in the papers this morning "Watch and see who wants price fixing. Every consumer should watch its progress keenly, etc." [Mr. Magel displayed Macy ad in *Herald Tribune*.] That, in my estimation, is deliberately confusing price-fixing, price maintenance and loss leaders. The direct inference of advertisement like this is that Codes like ours tend to increase prices to consumers, while we know that is not the fact and they know that is not the fact. Certainly our Code has not increased prices to consumers. Certainly the Tobacco Code has not increased prices to consumers, certainly the Retail Code has not increased prices to consumers generally. You people must go home and make clear to your customers and to your business associates just what the situation is and clarify in their minds these matters of price-fixing, price maintenance and loss leader practices.

Comments on the Feld-Crawford Act

CEDRIC R. CROWELL

IT SEEMED TO MANY OF US that the Feld-Crawford Bill offered the second line of defense against price-cutting and the use of books as "loss leaders." The Code Authority has been instructed to go on record in favor of the Feld-Crawford Bill. You can find the provisions of the bill in the May 25th issue of the *Publishers' Weekly* on page 1974, and in an earlier issue [April 20th issue]. I have but casually consulted attorneys about the bill, and while it leaves something to be desired in clarity and the use of the English language and it may or may not appeal to your literate sense, they believe that its conditions hold promise of protecting us against the use of books as "loss leaders." Particular attention should be paid to sub-sections 1 and 2. [Mr. Crowell read the entire bill.]

As we understand this bill, which the Governor has now signed and which will take effect immediately, Publisher A may enter into a contract with Bookseller B that B shall not sell books at less than a specified price. Once this contract is in existence and other booksellers in the state have been given notice, if a bookseller sells for less than the price agreed upon in the contract there is no criminal action, there is merely action in a civil suit by any person damaged thereby.

There has been some misunderstanding and it has been thought that a publisher could not sell to a known price-cutter. The publisher can sell to a known price-cutter. If the price-cutter has been given notice, he is liable to action by the person damaged. So there is no provision which prevents the publisher from selling to anyone. Many of us feel that publishers should, if they want adequate book distribution, enter into such contracts as soon as practicable. Reports indicate that many publishers will enter into such contracts. The question as to who will bear the burden of the suit is something else again. If Bookseller B feels he has been damaged and can get the money, he will bring suit. The same applies for Publisher A who may feel that his outlets are closing or in danger of closing or is convinced he is damaged, he may bring suit. His success depends on his ability to prove definite damage.

There is some question among ultra ultra-conservative old-time Republican counsel that the bill may not be entirely effective in preventing the practices against which it is aimed. They think perhaps a New York City price-cutter could purchase New York produced books in New Jersey or Connecticut, outside the conditions of the bill, and bring them across the state line. Other, I believe more able, counsel are of the opinion that the bill would make the sale of such books at less than contract price a violation of the measure and actionable in civil suit.

Dependent on whether the Supreme Court declares NRA unconstitutional, and dependent on the extension of the NRA, it seems that our real immediate hope, if these fail, is in the Feld-Crawford Bill because, while it is a state bill and cannot control merchandise in New Jersey and Pennsylvania, the situation in New York would be more acute for the book business than any other state. Compliance with the terms of the bill would, to a large degree, have as satisfactory results in eliminating unfair practices throughout the country as in the City or State of New York.

The Feld-Crawford Bill is identical with the bill in effect in New Jersey and almost exactly as the California bill, which has been in effect four years, and I have heard only on report and not officially that it has had five legal tests, of which four have been decided in its favor, and it is now in process for higher court decision.

Many states are considering such legislation and eight have already passed similar, if not identical, legislation.

[A resolution was then offered by Frank Magel and passed unanimously. It reads:

RESOLVED, that the American Booksellers Association, in convention assembled, wishes to place itself on record as being heartily in sympathy with the aims and purposes of the Feld-Crawford Act. The members of this Association feel that it is essential to the best interests of bookselling that every book publisher incorporate a clause carrying out the aims of the Act in every sales contract.]

Feld-Crawford Act Explained

NEW YORK STATE SENATOR A. SPENCER FELD

A GREAT DEAL has been said about the Feld-Crawford Bill as being a price-fixing bill. Let me spoil some of the thunder of the people who say so. It is as far from it as any legislation passed in the State of New York. In fact, it is the exact opposite. The most important part of the bill, as I see it, is Section 2. A great many people have been sceptical as to how it will work because, if a publisher makes an agreement with A and not with B, how can B be estopped from underselling A? This applies to any copy-righted or trademarked article. Section 2 covers this specifically. There is no question about the intent of this section.

Section 2. Wilfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated in any contract entered into pursuant to the provisions of section one of this act, whether the person so advertising, offering for sale or selling is or is not a party to such contract, is unfair competition and is actionable at the suit of any person damaged thereby.

This means that if I enter into a contract with you to sell any book at a minimum price of \$2, and your competitor has not entered into the contract and attempts to sell at a lower price, you have a suit for damages because of loss of business, and the publisher has an injunction suit to enjoin the fellow who has not entered into a contract from underselling.

The publisher cannot enter into a series of different contracts with various retail sellers specifying different prices. That would be in violation of the act. The minimum price must be the same in all contracts, and whether or not the retailer is a party to the contract he cannot undersell. To my mind, this act is one of the most progressive pieces of legislation ever passed in the State of New York. I say this not with the intent of patting myself on the back, but in all due seriousness. There has been no piece of legislation proposed in the past twenty years or more which gives the independent small retail merchant as equal a chance to survive as

the large department stores and chain stores. This will do away with what President Roosevelt characterized two years ago as "chiselers," those 10 per cent who object to any regulation at all. It will give the ordinary man a chance to make a livelihood under equal conditions. It is an attempt at the proper kind of regulation.

There are two or three precautions which I want to give you. While this thing is popular with all merchants, there is a feeling on the part of the consuming public that it might lead to an increase in prices. You have to dispel, as merchants, this feeling. If the act is carried out properly, it will result in a lowering rather than a raising of prices to the consumer. You must be careful because, if you enter into a contract with a publisher at a price not within the reach of the consumer, you will be biting off your nose to spite your face. You have got to put the price within reach of the consumer's pocket-book. You must enter into a contract to sell the book at a price everybody who wants to read it can pay. If you are going to take the wrong advantage of this to jack prices up too high, it will fail. Get together with the publishers and fix a minimum price to reach all the public that wants to buy. Thus you will be creating a good taste in the mouths of the public by setting a reasonable price. But if anything is done to create suspicion, it may not go so well with this act.

My second caution is there is need for a uniform type of contract. If publishers A, B, and C enter into three different types of contract, one of them may violate, not the act as we have it, but interstate acts and be called unconstitutional. We can only regulate intra-state commerce; we cannot regulate interstate commerce. This law does not go beyond New York State. It is therefore very important to watch the type of contract entered into and have a uniform type for the entire industry, so that there cannot be any question and it cannot be thrown out by the courts.

An organization has been formed among all producers of commodities to study the

right kind of contract.* Get in touch with this organization, cooperate and work with them and you will have nothing to worry about as to the constitutionality of the contract.

This act was taken practically verbatim from the California act, where it has been in force for four years, and has given the individual small merchant an equal chance to survive in the last four years of depression and to compete openly with department and chain stores. The California act has been declared constitutional by the Superior Court of the State of California and there is

* [The name of this group is the Allied Retail Associations of New York State. Mr. Crowell attended a meeting of the organizing group and is a member of the Organization Committee. President McCawley has appointed a Feld-Crawford Committee to take care of contracts and give advice, consisting of Frank L. Magel, Richard F. Fuller, Harriet Anderson, Cedric R. Crowell, James H. Lott, Walter Cox and Virginia Kirkus.—Ed.]

no doubt that the Court of Appeals of this state would declare it constitutional.

Eight states now have this law—New York, New Jersey, Indiana, Oregon, Washington, California, Wisconsin and Iowa. It is now before the lower house in Pennsylvania, and Connecticut and Massachusetts have under consideration some action there. As an indication of the progress made along this line, until this year California was the only state which had a "fair trade" act on its statutes. Seven states passed it in 1935. The act is workable and can bring great benefit to you individually and collectively. With caution, there is no doubt in my mind that the act will be a saviour of the small business man in the State of New York and I hope it will be a boon to business and to all merchants in the state.

The Activities of the Joint Board

LEWIS B. TRAVER, chairman of the Joint Board of Publishers and Booksellers, prepared a report on the activities of the Joint Board which was not read, for lack of time.

In his report Mr. Traver outlined the purposes of the Joint Board as:

- 1) To promote friendly cooperation between publishing and bookselling branches of the industry.
- 2) To make recommendations for the solutions of book-trade problems and to attempt to formulate some standards of practice.
- 3) To serve as a forum for discussions of various proposals which come to the industry and for a trial ground to test their wisdom and practicality.
- 4) To attempt to make increasingly effective the channels of book distribution and the problem of reading and bookselling.

Under these various headings, the report continues, the Board has considered:

- a) Reprints, and after exhaustive study made recommendations to the industry which have been accepted almost unanimously.
- b) Remainders. These caused the board considerable study and finally an opinion was made and sent to all the publishers of the Board's findings



Lewis B. Traver
Chairman of the Joint Board of Publishers
and Booksellers

and recommendations that no fiction should be remaindered until 1 year after publication, no non-fiction until 2 years, and that remaindering be done through regular trade channels and at definite times of the year.

- c) Trade List uniformity. Mr. Traver pointed out that trade lists employed wide and varied symbols and that symbols have different meanings in different catalogs. The Board has prepared a model for listing and is urging all publishers to adopt these recommendations as they set up new catalogs.
- d) Many other proposals which have been brought before the Board and weighed. Some have been accepted and brought before the industry, others, which have been found impractical, have been dropped, and still others have been held over for a more advantageous time to promote them. Some of these are advertising devices, book cases, books by telegraph, book tokens and book counsellor lists.
- e) Promotions for the sale of more books. This includes the home library campaign with the slogan "Your Home Is Known by the Books You Own," the White House Li-

brary, the American Merchant Marine Library drive and prize awards for student libraries.

On November 2, 1934 the Board was designated to administer Rule 2 of the Publishers' Code which had to do with price reduction, cheap editions and reprints. There is hardly a meeting of the Board at which at least 2 or more questions of this sort are not presented, and after very careful consideration opinions are given.

In closing his report Mr. Traver said, "After four years on the Board I have never seen any selfish motive raised by either publisher or bookseller. Often when a subject is first broached, the common interest of the two branches of the trade is apparent, but sometimes the publishers and booksellers form two opposing lines, and it is only after explanations and concessions that it is possible to reach general agreement. To insure this the By-Laws require a split vote on all questions. The Joint Board feels it has accomplished a common meeting ground for discussion of all trade problems and has justified its existence."

Booksellers Play As Well As Work

SOCIALLY as well as seriously the Convention was a great success. Members of the A. B. A. began gathering at the Hotel Pennsylvania on Sunday afternoon to renew old friendships and to make new ones. At 4.30 in the afternoon, on the Pennsylvania roof, Lloyd Douglas, author of "Magnificent Obsession" and "Green Light" spoke to an audience of more than 200. Mr. Douglas said he had been invited because he had been writing a few little stories about decent people, with plots that came out happily. "The recent depression," he said, "seems to have been a good break for those of us who deal in sweetness and light." He discussed his technique and spoke of the new market for the inspirational and the sentimental.

Following Mr. Douglas's address Heyday House, Doubleday, Doran's new department for publishing games, put on a party. Gerald Lynton Kaufman, author of "May I Leave the Room" and "It's About Time," performed feats of magic, with the help of Ted McCawley, Virginia Kirkus and others in the audience, that succeeded in mystifying not only the onlookers but the helpers them-

selves. Sigmund Spaeth, the Tune Detective, acted as master of ceremonies and gave the audience a few pertinent facts of life about popular songs. Light refreshments were served.

Commander S. M. Riis, U.S.N. Retired, spoke of his thrilling experiences in Russia, where, under an assumed name he became a high official in the Soviet Government. Autographed copies of his book "Yankee Komisar," recently published by Robert Speller, were given to the audience.

After an informal supper, a large audience gathered in the Hotel Pennsylvania's Salle Moderne to view the Spring Parade of Stokes authors, presented by the Frederick A. Stokes Company. Harry A. Franck, the "Prince of Vagabonds," conducted a highly interesting illustrated tour through South America and the Orient. Dr. Howard R. Driggs, author of "Pony Express Goes Through," spoke of the stirring days when the Pony Express first made it possible to take mail across the continent in ten days, when it had previously taken three months or longer. A third

speaker was F. G. Carnochan, author of "Empire of Snakes," who is, himself called "Little Python" by the Snake Men of the Wanyamyesi, a tribe of more than 4,000,000 members in Tanganyika Territory, Africa. Mr. Carnochan was inducted into the Empire of Snakes, a group of medicine men, and rose to be second in importance in the guild. He told of some of the practices of these people.

A buffet supper was served by the Stokes Company following the talks and the rest of

the evening was given over to the more informal diversions.

The Thirty-Fifth Annual Banquet held on Monday evening reached the front pages of the metropolitan newspapers through the address of General Hugh S. Johnson, the only speaker of the evening, who departed from his previously prepared speech to comment in his characteristic fighting style on the Supreme Court decision. During and after dinner there was dancing to the music of William Farmer and his orchestra.

E. S. McCawley Reelected President

AT THE BUSINESS MEETING of the A. B. A. on Monday afternoon E. S. McCawley was unanimously reelected president of the Association for the ensuing year. Other officers elected were:

John Howell, president of the San Francisco Booksellers Association, *first vice president*

E. A. Nichols, president of the Illinois Booksellers Association, *second vice president*

Lovick Pierce, manager of Whitmore & Smith, Dallas, Texas, *third vice president*

Alfred B. Carhart, Rodgers Book Store, Brooklyn, N. Y., *secretary*

Ernest Eisele, B. Westermann & Co., *treasurer*.

Robert M. Coles will continue to serve as executive secretary.

Marion Bacon, of the Vassar Cooperative Book Shop, Poughkeepsie, N. Y., was elected to the Board of Directors, and four incumbents, Cedric R. Crowell, general manager of the Doubleday, Doran Book Shops; A. Kroch, president of Kroch's Bookstore, Chicago; Stanley G. Remington, president of the Remington Putnam Book Co., Baltimore, Md., and George W. Jacobs, president of George W. Jacobs & Co., Philadelphia, were reelected to the Board of Directors.

In accepting his reelection Mr. McCawley said "I am touched by your confidence in my ability. We are just beginning to fight. I hope to be in the forefront to carry on the fight as far as we are able."

Annual A.B.A. Award Proposed

A PROPOSAL MADE to the A. B. A. Convention by Virginia Kirkus, that the American Booksellers Association make annual awards of the "best books of the year" was referred by the Association to its directors for discussion and investigation, through a special committee which will be appointed.

Miss Kirkus suggested that the A. B. A. make awards for the most outstanding novel of the year, the best biography or autobiography, the best "dark horse" of the year, and the best non-fiction title likely to have lasting significance. These titles would be selected by a vote of booksellers of the country, using as a ballot a list of the best books prepared by a steering committee. Miss Kirkus be-

lieves that by this plan the booksellers of the country will have the opportunity to demonstrate that they have as keen a discernment of what is worth while as a Pulitzer jury, an Alexander Woollcott or a William Lyon Phelps.

It is not proposed that there should be a monetary award, but that the backing of the bookstores of books of their own selection would give added sales to the books and prestige to the author. It was suggested that the selections should not be restricted to American authors. The time of the announcement of the awards would be the Annual Convention in May, which falls after the Pulitzer announcements.

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Founded by F. Leyboldt

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Publications Manager

Advertising Manager

June 1, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Some Solution Must Be Found

THE NATIONAL INDUSTRIAL RECOVERY ACT was in the main an effort of sober-minded



business men to meet a grave emergency. In the business of publishing and distributing books not the radicals nor the reactionaries but the idealists and the practical men have been desperately hard at work trying to make

business safe in a democracy. We have seen the men at work, we have seen the Code provisions slowly shape themselves, we have seen the industry steady itself under trying trade conditions.

We do not agree with the New York *Times* that the codes "had done their work, the chief benefit of which was to stir people to hopeful activity and had come to be almost universally regarded as a piece of legislation now obsolete and ineffective." Nor do we follow the *Herald-Tribune* that "this decision will be hailed with gratitude throughout the country. It marks the emer-

gence of sanity—from the welter of nonsense, confusion, crazy bill-drafting and adolescent experiments, which make up so large a part of the New Deal!"

We prefer to go along in opinion with the *World-Telegram*:

"Now that the Supreme Court has outlawed NRA the enemies of the New Deal will rejoice. Perhaps even some of its weary friends will conclude that it was not worth the effort. We do not feel that way about it. The decision of the Supreme Court Justices cannot change the fact that in a grave national emergency an effort was made, in good faith, to supplant the wasteful tooth-and-claw industrial system with planned co-operation.

"As for the future, we are still convinced that the old dog-eat-dog competition between business and business and between employer and employee is the way of destruction. That system has produced many depressions in the past, and progressively worse and longer depressions. If human experience is any guide, that old system, if allowed to continue, will produce even worse havoc in the future. It will destroy itself, as it almost destroyed itself last time.

"Historically, economic and political systems survive only if they have within themselves the power of adaptation, the capacity for change. This is not only a moral issue; it is a problem of efficiency. The American business system cannot survive unless it has the will and the skill to adapt itself to the inexorable necessity of these new conditions.

"It is important for the nation to realize that the industrial problem remains. The Supreme Court by throwing out an attempted solution has not thereby thrown out the problem. It would be very nice if we could throw out the problem, or if we could run away from it. But we can't.

"Having failed in one solution—or rather having had one attempted solution suddenly snatched away from us—the nation will blunder along seeking another solution. If the government can contribute to the solution with guidance and aid, so much the better. But maybe the Supreme Court decision eliminates the government at least for the time from all such effort—that will have to be determined by the legal experts after careful study of the decision. If the government is eliminated, then the only alternative

is for capital and labor to try to work out the solution themselves.

"Meanwhile we salute President Roosevelt and the vast army of employers and workers who did their part in the battle against the tooth-and-claw system. It was a gallant effort."

The roster of those who fought the good fight for better conditions in the book-trade is too long to reprint now. It includes the men who stand for the best in the industry, for fair conditions in publishing, bookselling and for consumers. We hope these men do not look now on their efforts as entirely fruitless. These codes are no welter of nonsense but are a great reservoir of ripe trade experience whose revivifying powers must, either by government act or group action, be made to flow to and refertilize the fields of an important industry.

What's Ahead?

WHAT WILL BE THE IMMEDIATE EFFECT of the Supreme Court's decision on the business of book publishing? At this time it is too early to prophesy. When the industry adapted itself to the NRA program, there was put into the codes provisions for minimum wage scales which have been cheerfully met, and it is not to be expected that these scales will be lowered in the new situation, with the increased costs of living which have appeared. Maximum hours were agreed upon which were fitted to the general needs of the industry with special permissions to cover periods of high pressure. These general rules were not found onerous and ought to be considered standards for the months ahead.

Production costs were affected by both the paper schedule and the new schedules of composition and printing, which meant increases over the last season. The paper industry had pulled itself out of the very depths of a depression by its trade agreements, but there has been plenty of competition for paper orders, and presumably this will increase with the code support withdrawn.

The Graphic Arts Code, one of the most detailed to draw and difficult to agree upon, was finally brought to a state of usability. Book publishers have usually wanted to deal with well-equipped plants and to pay prices that were fair. This elaborate code is now out of existence, but its rules have resulted in no antipathies or opposition from con-

sumers of printing and its general principles may be expected to continue to serve as the measuring stick for continuing relations.

The Code of Book Publishers was in line with the soundest general principles which actuated the NRA; it has been an effort to install as fair practice for all, the standards already adopted and approved by a large proportion of the industry. Months of careful study went into this code, and there has been little complaint against the provisions in the trade itself but a general belief that under such provisions there could be more healthy competition with fairness to the consumer. Such fair-trade practices ought to be continued in the trade through the natural operation of the trade Association. The Code provided for sound methods of handling the reprint problems so that popular reprints would not come into the market too early to cut off the reasonable distribution of the original edition. It included rules for remaindering which, if kept operative, will be for the health of the industry and the good of all its members. It included agreements that publishers should not consider individuals as retail customers, a hard rule to stand by but one that is fair and just. It included rules for dealing with book clubs which were fair to the book clubs, to the publishers and to authors. It included rules for sound standards in advertising so that one competitor should not defame another. It included rules for relations with customers, and many other provisions as sound as these. If such rules of fair practice could be enforced by the ethical standards of the industry, it will benefit all sections of the book-trade and also the public which has nothing to gain by chaotic conditions in any industry which serves it.

Too Much Power Delegated?

THE SUPREME COURT says that the Congress has no right to delegate to the President the power to control business. The American system of government as outlined in the Constitution gives Congress no right to say that the President may approve codes and give them the force of law. The lawmaking power is vested in the Congress, and, the decision states, Congress set up no standards to guide the President, did not define the standards of fair competition but left to the discretion of the President the approval of codes which thus became laws for the gov-

ernment of trade and industry throughout the country.

The provisions of the codes for hours and labor may have saved the country from industrial chaos. The codes of fair practice, certainly those in the book industry, may be a sound way of bringing about saner business methods in fairness to the ultimate consumer, but such rules and regulations it is decided, should have been specifically enacted by the Congress and not left to bureaus with the President serving as the final source of authority.

There is every indication as we go to press that the Congress will immediately attack the problem of keeping alive, for the stabilization of industry, some of the benefits of the NRA, but while these matters are being resolved it will require the cool heads of each industry to keep cut-throat methods from dominating the scene while the trade unions will be fighting to keep wages and hour scales now without any uniform support from sagging under the pressure from those who favor the most bitter of competitive practices.

Renting College Texts

THE TEXAS LEGISLATURE has under excited discussion the "Alsup Bill" which would make colleges provide books for their students on a rental basis. Its sponsors claim that this bill would save each student from \$10 to \$15 a year, and that with 7,000 students this would mean at least \$120,000. Student papers such as the *Daily Texan* at Austin are campaigning strongly in favor of the bill.

The House of Representatives passed the bill on recommendation to the Committee on Education, 116 votes to 4. The Senate Committee, however, by a close vote of 5 to 4, reported adversely.

The faculties of the colleges have been against the proposal, believing that it would tend to confine books to a few specified texts and thus give less flexibility and variety to teaching content. The college bookstores' business in textbooks would be likely to be wiped out unless they adopted the rental method which has been suggested for the colleges themselves.

!! Do Not Sign Feld-Crawford Contracts Without Advice !!

BOOKSELLERS in New York State are urged by the American Booksellers Association not to enter into any contract with a publisher under the Feld-Crawford Act without first consulting the offices of the A. B. A. The officers of the Association are now at work with the best possible authority on the subject drawing up a model contract to be used. Although some publishers are already reputed to be carrying about Feld-Crawford contracts for signature, the A. B. A. points out that it is urgently important that booksellers enter only into contracts which have been approved by the Association. Unless this is done there is danger that the signing by some bookseller of a contract that is not legally perfect will give the opponents of the Act the opportunity to bring a test case that may jeopardize the whole law. The A. B. A. will keep both booksellers and publishers informed of their progress in drawing up a suitable contract.

THERE'S MORE TO COME!

THE FOLLOWING PAPERS, presented at the A. B. A. Convention last week, will be printed in full in the *Publishers' Weekly* in forthcoming issues:

CAPITALIZING IMAGINATION IN THE BOOK BUSINESS—Gene Simmonds of the Remington Putnam Book Store, Baltimore, Md.

THE SALE OF FINE BOOKS BY TESTED METHODS—Eugene V. Connett of the Derrydale Press.

OUTSIDE LOOKING IN—AT THE BOOKSTORE—George T. Eager of Batten, Barton, Durstine & Osborn.

THE HOME LIBRARY MOVEMENT—Frederic G. Melcher, editor, the *Publishers' Weekly*.
Hugh Crichton,
Catherine Clayberger of the *Women's Home Companion*

News of the Week

Booktrade Takes Steps to Conserve Gains Made Under NRA

Trade Publishers Act

THE Publishers Trade Book Code Authority at its meeting on Tuesday, May 28th, decided to dissolve as of June 15, 1935, and has arranged for an audit of its account and the sending of a report of the audit to all members of the industry who have paid their assessments. It was also decided that the balance of funds on hand be refunded pro rata to all such members.

In a subsequent statement several of the members of the Code Authority as individuals stated that they feel that, since the National Association of Book Publishers is the only remaining organization representing the trade book publishing industry at large, it would be of general benefit to the industry if these refunds should be contributed to the Association to assist in carrying on its work for the benefit of the industry at large in such matters as copyright and other legislative matters affecting government agencies for which the Association has been and will be under substantial expense.

National Support

THE UNITED STATES CHAMBER OF COMMERCE has called on all employers who belong to the Chamber and constituent organizations to make no immediate changes in hours and work schedules.

The National Association of Manufacturers urges every trade to take immediate steps within its sphere to stabilize wages, hours, working conditions and competitive practices on a voluntary basis. The statement issued by the Association went on to say that there is every reason to believe that American industry will meet this challenge to its good intentions.

Subscription Book Group Optimistic

THE PUBLISHERS OF SUBSCRIPTION BOOKS, who had been well organized under the chairmanship of John O'Connor, are expected to

continue as a voluntary association and to find group backing for the standards of fair practice which have been adopted as sound for the industry in book production and in its public relations. One prominent subscription house said that it was ready to raise office wages on July 1st in the same proportion as it had done on January 1st. The industry is against any drastic changes.

Medical Publishers to Meet

THE GROUP OF MEDICAL PUBLISHERS, fifteen in all, which came together for code purposes is meeting the first of next week to reach its decision as to whether to continue on a voluntary basis. This group has set up little or no machinery and has underwritten little expense, but has found advantage in the better acquaintance which the code work has brought about. Its leaders are emphatically in favor of maintaining wages and hours as at present and are confident that business is on its way up with public relations on a fair and harmonious basis.

The Law Book Publishers and the Textbook Publishers never organized.

Book Manufacturers' Institute

Issues Statement

THE BOOK MANUFACTURERS' INSTITUTE has called a full meeting of its directors for June 11th at its offices on Forty-third Street, New York. In the meantime, a statement has been issued by the officers of the Institute urging members to hold to a program along the line of existing agreements:

"The Supreme Court decision on the NRA did not find the book manufacturing industry unprepared. For many months the Code Director and the Code Authority have been laying the foundations for a permanent program of stabilization through the Book Manufacturers' Institute. The constructive work that has been done under the code

will be continued and adapted to a voluntary agreement basis. As a matter of fact, very little emphasis has been laid in this industry on the compulsory features of the code, and it has been the aim throughout to adopt measures so obviously beneficial to the industry that all establishments would willingly subscribe to and support them. Nothing, therefore, need be lost by the book manufacturers in the scrapping of NRA.

(Signed) J. RAYMOND TIFFANY
Director, Book Manufacturers'
Institute.

Employing Printers Continue Voluntarily

THE NEW YORK EMPLOYING PRINTERS ASSOCIATION held a meeting of its Board of Directors on Wednesday, May 29th, at which time it was voted to continue on a voluntary basis the present form of organization, in order to preserve for the industry the stabilizing benefits that have been derived under NRA.

Price Cutting Resumed in N. Y.

VOIDING OF THE NRA CODES by the Supreme Court was the signal for an immediate return to price-cutting methods in the New York area. Books, tobacco, liquor and other commodities were cut in price by many department and chain stores the day following the decision. Macy's, Bloomingdale's, Gimbel's, Abraham & Straus and other stores lowered prices and sent out shoppers to keep an eye on the prices of competing stores. On Tuesday morning books in Macy's book department were generally marked at 6% below publisher's prices, but as the day wore on and other stores met these prices, lower levels were established. *Modern Library* books opened at 56 cents and by afternoon they were selling at 46 cents, and the old familiar slogan "only three to a customer" was again called into use.

At various stores up until Wednesday evening "Now In November" had been reduced to \$1.17; "Anthony Adverse" had reached a low price of \$1.81; "The Forty Days of Musa Dagh" had sold for \$1.82; "Mutiny on the Bounty" and "Lamb in His Bosom" had gone down to \$1.47; "Green Light" had hit \$2.18; and "February Hill," \$2.19. Dollar reprints were somewhere

around 64 cents although the *Modern Library Giants* went as low as 46 cents.

Macy's and Bloomingdale's were reported in a cigarette war that brought prices on popular brands down to 77 cents a carton in a series of jumps. Macy's and other department stores announced that they would maintain hours and wages established by the NRA. But Macy's amplified its announcement in large advertisements, by reiterating its statement that Macy's stood for "No price-fixing or other artificial barrier to the free movement of goods from producer to consumer—for such free movement creates more work, more wages, more buying power." Such free movements in the case of cigarettes on Tuesday created a jam of mammoth proportions, with salespeople unable to keep up with the orders.

Book Guild Formed

EXECUTIVE AND PROFESSIONAL WORKERS of the book and magazine publishing trade met for the second time on Tuesday evening, May 28th, to complete the organization of a group which would allow them to express their common interests and purposes. It was decided that the name of the organization should be the Book and Magazine Guild. A constitution was discussed and officers were elected. James Gilman was chosen president; Milton Glick, vice president; James Reid, second vice president; Lillian Lustig, secretary, and Robert Smaridge, treasurer. The next meeting will be held at a place yet to be announced on Monday, June 3rd, at which time there will be a report on the sedition bills now facing Congress, and arrangements will probably be made for a delegation representing the Guild to go to Washington in opposition to the measures. Anyone interested in joining this organization may get in touch with Lillian Lustig, 215 West 92nd Street, New York City.

Editors' Lunch Club Meets

THE EDITORS' LUNCH CLUB held its third meeting in the comfortable room that has been found for it at the Gramercy Park Hotel. About thirty were present. Frederic G. Melcher of *Publishers' Weekly* was the guest speaker.

The Customers' Viewpoint

A Symposium Conducted by Marion Dodd of the Hampshire Bookshop

MARION DODD of the Hampshire Bookshop introduced four "typical customers" whom she asked to give their criticisms of bookshops. Miss Dodd said that she had asked these speakers to talk on the basis that the customer was always right and that she had asked them to criticize and also to emphasize positive values and the tangibles and intangibles of a bookshop that appealed to the intelligent and discriminating customer.

The first speaker was Ida A. R. Wylie, popular novelist, whose latest books were "A Feather in Her Hat" and "To the Vanquished." Miss Wylie said, "When I was asked to speak I was told to give you my ideal of a bookshop. I did not know I was to speak as a customer. I would like to speak first as a producer about my ideal of a bookshop. My ideals are the same as those of all healthy-minded authors. Let us suppose it is the day of publication of my new novel. I rise with a free and easy feeling of independence. But along towards noon a certain state gets over me and I find myself sauntering down Fifth Avenue looking for the ideal bookshop, with its windows dressed with the right book. And then the ideal bookseller who, when I ask him if he has that right book, looks up to me and says, 'Isn't it a grand book? I sell it in quantities!' But you never meet the ideal face to face. I have never met either the ideal bookseller or the ideal bookstore. I am often in the position of the unlucky author who, when she is introduced to a stranger, is asked, 'Do you write under your own name?'"

"But I am not the only one. Sinclair Lewis walked into a bookshop one day and found himself confronted with piles of 'Dodsworth.' There were no clerks around so, to kill time, he picked up a copy and autographed it. When a clerk did arrive, he said, 'I'd like to have this book.' She picked it up and opened it and, seeing the autograph, said, 'Why, you are in luck.' He beamed. 'As this is a spoiled copy,' she continued, 'you can have it cheap.'"

"Speaking as a customer, I am a much better consumer than producer. The perfectly average bookshop is quite fatal enough for me. As a customer, I don't want to meet the ideal bookseller. Like the dipsomaniac, I always find more than I can afford.

"Some bookshops are more fatal than others, the small ones especially. It is difficult to get a personal atmosphere in a large shop. The quantity of books is very discouraging. The ideal small shop might be compared to a nice little French restaurant, where the proprietor knows your name and your favorite dish, and where you are never hurried. That, translated into the bookshop, is the ideal. It is intimate, but not too intimate. I know bookshops which make you feel just too homey.

"All bookshops fascinate me. I have no complaints. I am struck by the extraordinary adequacy with which the job is done. It takes much more brains to sell a book than to write one. The bookseller must have an enormous range and a capacity to know all the different strata of writers. There are so many different levels of reading and therefore of writing. You can't have the same type of writer for everybody who reads. You can be a very good bad writer and a very bad good writer and get away with it.

"The bookseller must have marvelous intuition. He must be able to size up a customer and decide what kind of book that customer likes. He must also have a sense of timing and know why a book will sell one year and not another. I am convinced that 'The Fountain' could not have sold so well at any other time except during a depression when one needs spiritual values emphasized.

"Booksellers and writers are absolute necessities, next to food. Books are an expression of the human soul and therefore whatever social changes take place you and I are going to survive if we stand together."

The next speaker was John T. Winterich, author of "Early American Books and Printing." He said, "It would be utterly pre-

sumptuous for me to speak as a customer but for two reasons. One is, like Tom Sawyer, the cat and the pain killer, you asked for it; the second is the customer is always right. Personally I think it is a fallacy that the customer is always right. There are a lot of people who would be better customers if they were told to go straight to hell. There would be a little jar at first, but it would eventually increase their esteem and even affection for the bookseller.

"I hate the word 'browse' and I hate the word 'booklover,' but until we get better words we'll have to use those. I prefer to go into a bookshop and browse and hate to have someone come up and stop me. But there are some people who insist on service. That's your problem. The only place I ever saw it handled was a small place in Poughkeepsie, where there was a sign, YOU WILL NOT BE CONFRONTED HERE WITH THAT ANNOYING 'ANYTHING SPECIAL?' YOU ARE WELCOME TO BROWSE.

"I don't know what your attitude is, but I think it would be a good idea to have a basket of buttons near the door. Then the customer who wants to browse could put one on. I suppose browsing does some damage to jackets. I have suggested that publishers supply extra jackets and, aside from their protest of the money and book-keeping involved and other unimportant details like that, it seems to be a feasible thing.

"A few months ago I was in Miami, at an admirable little second-hand bookshop. I went in and saw a sign on the wall which said, 'Browse all you want to. Do not feel compelled to buy. If you do feel compelled to read, the charge is 10 cents an hour.' I asked him if he had a reason for putting up the sign. He said several people did come in to read and paid the fee. One man came in every lunch hour. He was two-thirds of the way through a dollar book when the proprietor sold it and he was very indignant.

"One other detail and it is said without knowing too much about it. The bookseller tends to accept the blurb too conclusively as the final judgment on a book. But I know of two or three shops where they show sound critical judgment. One shop, in the case of a book which was a rather notorious fake, so advised its customers. Of course, there is always danger of censorship. One gentleman in New England, who took the

moral responsibility of the world, would not stock a novel by a very well-known novelist. The customer who asked for it was indignant and said he would take his custom elsewhere. Make your own critical appraisals but don't set yourselves up as censors.

The next speaker was Sophie Kerr, author of "Miss J. Looks On," which was published the day of the convention. She said, "I know so little about what the public wants in books that I can speak with the greatest possible freedom and no authority. I have a little amateur standing as a bookseller because during a large charity bazaar in Grand Central Palace I assisted by wrapping up books in packages.

"What the public wants in books is so remote from my experience that I asked several of my friends what they liked in bookshops, and the following practical remarks I have garnered from people who actually buy books. The first requisite is a well-lighted shop. They want to see the titles clearly. The next requisite is accessibility and grouping. They like to have a certain class grouped together. They don't want to find cook books among poetry, or poetry among the cook books. There is a general feeling against trusting E. E. Cummings even with the boiling of an egg. The next question I asked them was, 'Do you browse, or do you like to find browsers in the bookshop?' They didn't do a great deal of browsing, and browsers annoyed them. They were always falling over their feet. It is a good plan to segregate browsers. I do not feel that browsers are great book buyers. It is a good plan to let them do a small amount of browsing when they want to read a good book which they have not quite determined upon buying. But readers have no place in a bookshop.

"This matter of selling other merchandise in bookshops is also on my mind. I have seen bookshops so full of art pottery and Venetian glass and things from Czechoslovakia and Hungary that you can't see the books for the fancy work. It is all right to have a line of stationery and cards just near enough to tempt the eye, not mixed in with the books. But, of course, this is a question of individual space.

"Then there is this matter of poetry reading in bookshops. At luncheon I sat next to a lady who, I was assured, sells more poetry than anyone else in the country. I

don't know whether she gives poetry readings in her shop or not, but I believe that people who hear poetry read aloud never buy it. It may be that poetry reading in the evening may do a lot of good for young souls yearning for self expression who do not resent it. There are not in the world half a dozen people who can read poetry well and that half dozen only read some types well. The whole matter of poetry should be confined to selling.

"The gentle voiced bookseller has it all over those with loud, firm voices. An old gentleman who likes too well a little—shall we say, realism—does not want to be greeted by a loud-voiced clerk who says, 'Yes, Mr. So and So, here is just the book for you, "Maisie's Love Dream in Pink Pants."' He wants a soft-voiced clerk who will whisper in his ear, 'I think this book will interest you.' I used to go to a very good bookshop where there was a loud-voiced rampant clerk. She was a good-looking, nice woman, very helpful and knew her stock. But the smallest sale was advertised all over the shop. I would rather go several blocks out of my way now than to buy a book there.

"I don't know how to tell you how courageous you are to try to sell books. You can't possibly know much about all the books that are published even if you wanted to. The outpouring of the publishers is so great year after year. When I think of going on selling things of a value that can only be guessed at, year after year, and yet of which the value must be so certain and sure in some respects, I have the greatest respect for your courage. It is a precarious and exciting occupation."

The fourth speaker was Lyman Bryson, whom Miss Dodd introduced not as a professor but as a customer. "I have a thought I am here under false pretenses, after having heard the other speakers, because I am the only genuine consumer among them. I have a cause, though, that I will tell you about later. Teachers belong to a profession which spends more that it can't afford on books than any other. I have long since ceased trying to read the books I buy. I haven't quite found the bookseller and store I want. The ideal bookshop is more difficult to achieve than anyone has a right to ask. I want a bookseller who realizes each person's reading capacity in different subjects. If it is a subject a customer knows

something about, he knows what book he wants; if it is a subject he doesn't know anything about, he wants a simple and not too technical book. I know the books in my special subject, but when I want to buy a book on a subject not in my field I never can persuade the bookseller of my ignorance. I realize that there is extraordinary difficulty for the bookseller in gaining a knowledge of all these informative books because a bookseller can't read everything. Librarians don't read anything. I have long since stopped reading book review magazines because they always say the same thing. There is a professor in Chicago who knows more than any other person about what people read because he has been studying this question for many years and who told me that there was a bookshop in Germany in which there was a rule known to every customer that if the clerk had not read a book which a customer had asked for he would tell the customer to wait three days while he read the book and gave him a report on it, or until he could get in touch with someone who had read the book. This may be a counsel of perfection, but the store was notoriously successful. It pays booksellers to read. Teachers can get by without reading, but my ideal bookseller must know something about many fields with which I am unacquainted.

"And now we come to my cause with which I am obsessed and continually argue with librarians and badger all publishers about. I wrote about it recently in *The Publishers' Weekly* ['Readable Books,' April 6, 1935]. Booksellers are selling books to only one-tenth of the people who ought to buy books. It is not your fault. No one is writing books for those particular people, most of whom never go into a bookshop or a public library, most of whom never read books.

"This is true of the general run of American people. The kind of student with whom I am in contact is the ordinary person in the ordinary home, most of whom do not read because they have tried and found books were obviously not written for them. That is the problem for publishers and writers and those in the field of education, but booksellers can do something about it by using brains and courage to put pressure on writers and publishers to create the right kind of serious books on literature, art, recreation, economics and social questions."

Prize Awards for Student Libraries

CHRISTOPHER MORLEY

MR. MAGEL'S REMARKS about loss leaders remind me of Browning's poem called "The Lost Leader." I don't remember the entire poem. I just remember the first line which it seems particularly appropriate to quote: "Just for a handful of silver he left us." I think that may be appropriately applied in connection with such shortsighted merchants as Mr. Strauss and others who, just for a handful of silver, have thrown into chaos a proud and distinguished industry such as that of the book-trade by selling a book at \$1.49 instead of at \$1.75. Such merchants are very shortsighted and I entirely agree with Mr. Magel in his opinions on the matter. In fact, I have sometimes even thought of instructing my publisher no longer to put my books on sale in stores in which prices are cut. They told me, however, I was quite safe in making that suggestion because there weren't many being sold anyhow. And also that such a proposal was against some Federal Law, and I might spend my life in Atlanta; but I can't think of a better place than the South in which to write books.

I have really been asked to speak to you about the interesting developments taking place in colleges all over the country, beginning four or five or six years ago at Swarthmore. I believe it was A. Edward Newton to whom first occurred the idea of offering a prize for the best personal library collected by a college student. Mr. Newton has now, I think, for five years given a prize of \$50 each year at Swarthmore College for the best personal library of an undergraduate. This delightful and ingenious idea, as you know, has spread all over the country. Over twenty colleges and universities at the present time are sponsoring or cooperating in the sponsorship of such awards.

It is my observation that there are no books so precious as those acquired when we were young. I wouldn't exchange my twenty-nine-cent copy of Edgar Allan Poe which I bought at Hochschild, Kohn's in Baltimore in 1904 for a first edition of "Al Aaraaf" or "Tamerlane." It's my own copy which I bought when I didn't know any better. In the same way when you visit

the houses of friends and look over their books you will find that their most valued books are those they picked up and collected when they were young. There is no bookseller, no matter where he is, who isn't within possible reach of great schools and great colleges.

It is becoming more and more a common theory in our country that it is possible to educate everybody. It may seem fantastic, but there are certainly widespread efforts to do so, whether through private boarding schools or public schools, in small towns or great cities. At any rate, there is a continuous flow of potential book readers and book buyers, and my humble opinion is that, with the exception of the college bookstore, the bookseller in general hasn't done enough to encourage and cultivate those potential customers. Most booksellers are within reach of schools and colleges where they will find ready to their hand a group of enthusiastic and eager readers to whom the oldest books are still new—and every book is new until one has read it.

That ingenious scheme started by Mr. Newton, followed up by many others and encouraged by the very intelligent booksellers, that scheme has already spread and will continue to spread, and from the point of view of the booktrade it is one of the most encouraging things happening at present. I am continuously astonished by the demands of my own children, two of school age and one a freshman in college, at the books they want and say they must have. Certainly I think our house is as well provided with books as the average middle-class home, and even with the enormous collection I have accumulated in twenty-five years of buying, borrowing and keeping, even with the enormous mass of books which have almost pushed us out of our house, we haven't one-tenth of the books the children are always clamoring for.

Mr. McCawley is one bookseller who has been prompt to see the possible opportunity which these undergraduate awards suggest. I hope I'm not telling a secret—in fact, I know I am telling a secret but I hope there's

no harm in doing so. Although I believe Mr. McCawley has not announced it, I happen to know that he gave the prize for the best student's library at Haverford, awarded this year for the first time. Although Mr. McCawley is intellectual and aesthetic and full of imagination, he is not unmindful of practical considerations. Mr. McCawley realized that it was well worth his while, since no alumnus came forward, to offer the award at Haverford College, and I was at any rate to some extent equally mercenary when I came to his rescue and insisted on joining with him and giving half of the prize myself. Here you have a bookseller and an impoverished writer finding it worth their while to contribute, in my case \$25 in cash, in his case \$25 in trade. (I don't know whether this is just for this year or whether it is to continue on every year.)

I have had the good fortune in the last two or three years to travel among schools and colleges in the East, the Far West, and in the Middle-West, and I confess that, although I am not easily surprised or startled, it is a continual amazement to me to find in those schools and colleges the enthusiasm and excitement this rising generation shows in books, not only in new books, not only in books of the moment, selections of the Book of the Month Club or the Literary Guild, not only Doubleday books, but in all kinds of books. I was reading the other day Edmund Gosse's "Father and Son," and it occurred to me how many hundreds, how many thousands of copies of that extraordinary book could be sold in colleges and universities. Everyone of us is within reach of some college or some school, some institution where this idea of presenting awards for libraries can be encouraged and forwarded. Not only for the general propagation of literature, not only for the culture of students but for our own selfish good this plan deserves your interest and your encouragement.

I want to add that due to the diligence of Ted McCawley and Frederic Melcher and Charlie Rush, Associate Librarian at Yale, the Carnegie Corporation of New York has had 2,500 copies printed of a pamphlet which begins with a little chat about book collecting and continues with some practical discussion as to how these prizes are awarded and what may be done to foster them. If you are interested in obtaining a copy of this pam-

phlet, write to the *Library Journal*, 62 West 45th Street, New York, and they will send you one or two copies. Anyone interested is urged to write for the pamphlet at once, for there is but a limited supply.

Broadsides for Schools

A PUBLISHING ENTERPRISE of a new type has been completed by the Enoch Pratt Free Library of Baltimore which is now ready to deliver its Poetry Broadsides, poems which have been selected by the Library staff for large size reproduction and printed under the direct supervision of Norman T. A. Munder, Baltimore's famous printer. The size of these broadsides is 17 x 22, and they are primarily intended for use in schoolrooms, though they would be equally appropriate for children's rooms in homes. The selection includes poetry, classical and modern, such as children would enjoy committing to memory. Fifty broadsides can be purchased for \$5 with a packing charge of 20 cents. Additional broadsides can be purchased at 10 cents each with carrying charge, depending upon the zone.

Included in the list of poems is Keats' "On First Looking Into Chapman's Homer," Wordsworth's "I Wandered Lonely as a Cloud," Gray's "Elegy," modern poems such as "The Hens" by Elizabeth Madox Roberts, "Spring Morning" and "Lines and Squares" by A. A. Milne, "Sea Fever" by John Masefield.

Thomas More Beatified

FOR THE FIRST TIME since the Reformation two Englishmen are to have bestowed on them the posthumous title of Saint, Sir Thomas More and John Cardinal Fisher, the former well known to every bookman as the author of "Utopia" and as the principal character in that famous historical novel, "The Household of Sir Thomas More," available in *Everyman Library*. There are being published a number of books again bringing to the front the story of this great scholar and martyr of the days of Henry VIII. Christopher Hollis's and Daniel Sargent's important books on Thomas More are available on the Sheed & Ward list, while Oxford has recently revised Harpsfield's "Life of Sir Thomas More." John Cardinal Fisher was the author of "Defence of the Priesthood," considered a masterpiece of apologetics.

50 Years a Bookseller

IN A BOOKSHOP on Ashburton Place, Boston, just east of the State House, one may stop to extend quiet congratulations to a shy but beloved bookman, Andrew McCance, who is completing 50 years in the business.

Mr. McCance became a bookseller in 1885, at 1268 Washington Street on Boston "Neck" near the Cathedral. Seven years later he moved to the basement of the famous old Horticultural Hall on Tremont Street. In the '90's the Methodist Book Concern, whose Boston office was then in charge of Charles R. McGee, decided to move to the second floor of its Bromfield Street building and rented to Mr. McCance the ground floor on the corner of an alley, a location which he made famous for browsers and those who like to pick up the out-of-the-way magazines of all countries. When his lease ended, he secured an important location at 2 Park Street, a lease which he held for ten years when Houghton Mifflin bought the lease to the entire building and sublet the ground floor to DeWolfe & Fiske Company. It was then that the business was moved up to Ashburton Place, close neighbor to the famous bookshop of Goodspeed, so that the two friendly competitors joined in making this street a book lovers' mecca.

Mr. McCance occupies the whole building of three floors (the old Carter Circulating Library Building), and it is crowded with books of all kinds, and many come here to talk with the proprietor, whose knowledge of books and whose anecdotes about books and book people are such rich entertainment. Here comes almost every evening P. K. Foley, famous authority on first editions and one of the fine figures of Boston bookselling. The mellow roll of these two soft Irish voices is like a sample of the Abbey Players.

Mr. McCance's desk is in the little balcony (covered inches deep with letters, catalogs and memos), where friends pursue him for gossip and advice, and, if one is an inveterate bookman he may be invited to an upper floor where, beyond dusky rows of old novels, is the sanctum sanctorum of the Smith and McCance establishment. Mr. McCance is the leading dealer in literature of Christian Science, and in a small room completely surrounded with books on this subject he has an oil painting of Mrs. Eddy, con-

sidered one of the finest portraits ever painted of the Christian Science leader in her lifetime. There are also many souvenirs, early bulletins of her lectures, rare first editions of Christian Science magazines, and a complete collection of the volumes of "Science and Health." In one bookcase alone there is a set of the first fifteen editions.

Wrote one of the staunch admirers of Andrew McCance in a long poem of tribute:

"When Boston's oldest street you trace,
If you should have a chance,
Just stop at five Ashburton Place
And meet our friend McCance."

Instalment Selling

THE TREMENDOUS INCREASE of instalment selling will be one of the most important topics brought up for discussion by the Credit Management Division of the National Retail Dry Goods Association when it meets in Chicago, June 10th to 13th. The question whether too much emphasis has been placed on merchandising in instalment selling and too little on sound financing will be raised at the convention.

Canada Against Price-Cutting

PROBLEMS OF PRICE MAINTENANCE on standard articles are facing Canada where a Commission on Price Spreads, which had been appointed a year ago by the Dominion Government, has just presented its report. Among other recommendations contained in the report is one "to prohibit unfair competitive practices." The Commission states in its report that "Such practices should not be set out in detail in the act setting up the Commission, but a general definition of unfairness should be included," and, the Commission further states, "predatory price-cutting should be included within this definition."

Correction

"CHRISTIAN ART" by Professor C. R. Morey, one of the two Catholic Book Club selections for July, is published by Longmans, Green & Co. and not the Liturgical Arts Society, as was noted in the May 18th issue of the *Publishers' Weekly*. The Society sponsored the publication, but it does not publish books.

Bookshop Round Table Meets

THE BOOKSHOP ROUND TABLE met on May 26th in the Committee Room of the Vassar Club, at the New Weston Hotel in New York City. The following members were present: Frances Darling, Bookshop for Boys and Girls, Boston; Harriet Anderson and Carol Fleming, Channel Bookshop, New York City; Emily McDevitt, Upper Montclair, New Jersey; Helen Scarth, Farmington Bookshop, Connecticut; Mrs. Alice Steinlein, Greenwood Bookshop, Wilmington, Delaware; Marion Dodd and Hester Hoffman, Hampshire Bookshop, Northampton, Mass.; Rumana McManis, Hidden Bookshop, New York City; Katharine Manion, The Open Book, Pittsfield, Mass.; Katherine Leiper, Quill Book Shop, Philadelphia; Mrs. Elise Noyes, Stamford, Conn.; Marion Bacon, Vassar Cooperative Bookshop, Poughkeepsie, N. Y.; Mrs. Emma Beinert, Wide Awake Bookshop, Wilkes-Barre, Pa.; Katharine Comstock, Harrisburg, Pa.; Mildred C. Smith, *Publishers' Weekly*, and Emily Street, William Morrow and Co.

The treasurer's report was brief and to the point, so in the usual gallant way, the group promptly paid its dues.

The garden list recently published cooperatively by the shops was discussed, and the shops, for the most part, approved of the list, though none of them could report very definite financial gains from it. Apparently, customers like it and speak very nicely of it, but they did not buy. The opinion of the group was that the list was a prestige item and worth publishing for that reason.

Miss Dodd, chairman of the travel committee, of which Miss Anderson is a member, reported that because of the cost of the garden list, the travel list has been deferred to next year. It was decided that the travel list should be issued in two parts—in November (if possible), a list on Central America, Mexico and the Southwest; in the spring, of 1936, a list on Eastern Canada and the New England States. The lists will contain historical material about places, novels and even cook books. The idea is to give the reader comprehensive knowledge of definite parts of the country in as tempting a form as possible.

The recent publishing venture of the Bookshop Round Table was discussed, the

group having published "Gertrude Jekyll; a Memoir" by Francis Jekyll, her nephew.

New officers were elected. Harriet Anderson, president, having issued a clarion call for new blood in the organization. Miss Anderson appointed Rumana McManis and Mrs. Elise Noyes as a nominating committee. Mrs. Beinert was nominated for president and Emily McDevitt for secretary-treasurer. Miss Dodd was asked to continue to be in charge of relations with publishers. All three were carried into office with unanimous enthusiasm.

It was decided, at Mrs. Steinlein's invitation, to meet in Wilmington on October 12th-13th.

Convention Notes

BY NINE O'CLOCK Monday morning, 138 booksellers, from all parts of the country, had registered for the Convention. Later registrations swelled the number to 350, the largest attendance in three or four years. Unofficial honors for having come the longest distance go to Mrs. Stella McCharles of the Universal Book Co., Berkeley, Calif. Among other out-of-town booksellers we saw F. P. Alfriend of Whitmore & Smith, Richmond, Va.; Mrs. R. H. Arrington of the Booklovers' Shop, Montgomery, Ala.; Ann Hyman of Hyman's Book Store, Des Moines, Iowa; A. R. White of the Methodist Publishing House, Dallas, Texas, and Elsie W. Stokes of Stokes & Stockell, Nashville, Tenn.

❖ ❖

Cleveland had a large delegation including Veronica Hutchinson of Halle Brothers, Harry Korner of Korner & Wood and Charles K. Jackson of Burrows Brothers. From Cincinnati came John G. Kidd, one of the Association's stand-bys. A. Kroch and his daughter Gretchen of Chicago also were there.

❖ ❖

W. Millard Calmer, who first in 1900 took the steps which led to the founding of the American Booksellers Association, was among the honored guests.

❖ ❖

Booksellers who stayed over until Tuesday found that a number of special events had been planned in their honor. Many of them attended a luncheon given by the New York *Herald Tribune*. Later in the afternoon, Maurice Inman held a reception in his new

quarters in Rockefeller Center, guests at which were later taken on a conducted tour of Radio City including a trip to the Observation Roof on the 65th floor and the Gardens of All Nations Exhibit.

❖ ❖

News from Publishers

EDWIN P. GUY, formerly publicity manager for Lothrop, Lee & Shepard, has joined the staff of L. C. Page & Co. Franklin M. Watts, who has been representing L. C. Page & Co. in the mid-western cities will also represent them in Greater New York.

❖ ❖

Guy Fowkes, Canadian representative for Charles Scribner's Sons and the H. C. Kinsey Company, has been appointed sales representative in Canada for the Hartney Press.

❖ ❖

The staff at Harcourt, Brace had a private sweepstakes on the advance orders for Pareto's "The Mind and Society." About fifty people entered at 10 cents an entry, with guesses ranging from 1372 to 3000 sets. One of the assistants in the textbook editorial department rang the bell by guessing 1929 copies, the actual number sold in advance by 5 P.M. Wednesday May 22nd. By 5 P.M. Thursday, the last day of the pre-publication offer, only 6 sets were remaining out of the first printing of 2500 sets. Another printing is now on the press.

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Colonel Charles A. Lindbergh is doing a set of maps to be used as end-papers and chapter openings for Mrs. Lindbergh's "North to the Orient," which Harcourt will publish on August 15th.

❖ ❖

The Macaulay Company held what it called "the first Literary Vodka" at the St. Moritz Hotel on May 28th, to celebrate the publication of "What So Proudly We Hailed" by Emile Gauvreau.

❖ ❖

The Viking Press reports that through an unfortunate error the translation of "The Other World" by Madelon Lulofs, recently published, was credited on the title-page to G. J. Renier and Irene Clephane. The translation was actually made by D. H. Pidcock. This will be corrected in the future editions.

Hal Borland, literary editor and daily book columnist of the Philadelphia *Evening Ledger*, is taking a leave of absence for the summer to finish a new novel and work on short fiction. His daily column will be discontinued for the summer.

❖ ❖

Little, Brown tells us that the campaign for advance sales of "Young Renny," which was outlined in the *Publishers' Weekly* for April 13th, has had gratifying results. Total advance sales to the trade were 21,398. Out of 77 accounts, 37 increased their orders over those placed for "The Master of Jalna." Twenty-two accounts purchased the same quantity. One bookstore, which had placed a maximum advance order for 25 copies of only 2 books in 1935, bought 50 advance copies of "Young Renny." Another ordered only 10 copies of the book, but after reading a sample copy he spontaneously raised his order to 25. All these sales were unprotected.

❖ ❖

The 1934 Gold Medal of the Commonwealth Club of California has been awarded to Dr. George D. Lyman for "The Saga of the Comstock Lode" (Scribner). The medal will be presented by Edgar E. Robinson, president, at the annual dinner of the Club on June 6th.

❖ ❖

George Macy, director of the Limited Editions Club, sailed for Europe on May 30th, in search of illustrations for forthcoming publications of the Club. In Paris he will obtain from Henri-Matisse a series of etchings to illustrate James Joyce's "Ulysses," and from Sylvain Sauvage a series of water-colors to illustrate "Romeo and Juliet." In London Mr. Macy will discuss with John Austen a new series of illustrations for "Peregrine Pickle," and with Barnett Freedman some lithographs for "Lavengro." He will also talk over future plans for other books with Arthur Rackham, Eric Gill, Edmund Dulac and Muirhead Bone. The illustrations which Mr. Macy brings back to this country will be placed on exhibition in the new galleries now being constructed at the offices of the Club at 551 Fifth Avenue, New York.

New Shops

Beaumont, Tex.—Lamar College will open, at the beginning of the summer session, the Lamar College Book Store which will be managed by James Taylor.

New York City—A new shop has been opened by Messrs. Fox & Wolff at 2447 Broadway under the name of the Broadway-91st Street Book & Magazine Exchange. They request publishers' catalogs and magazine catalogs.

Changes in Address

Chicago, Ill.—The Garvey Central Book Shop has moved from 57 W. Wacker Drive to the Tower Town Club, 111 East Pearson Street. Cecilia M. Young, the manager, plans a National Catholic Book Exhibit for June 1st.

Elizabeth, N. J.—The Bobbie Burns Book Shop, 352 Morris Ave., has moved to 1634 St. Nicholas Ave., New York City. Hortense C. Byrnes, the proprietor, requests catalogs from publishers. The shop deals in books, greeting cards, gifts and operates a rental library.

Englewood, N. J.—Robert Livingston, Inc. has moved to 11 East Palisade Ave.

Hillisburg, Ind.—G. L. Schanzlin, collector of Orientalia and Curiosa, has moved from this city to Frankton, Ind.

Changes in Management

Austin, Tex.—Harry and John Gammel are no longer connected with Gammel's, Inc. Leon Austin is the new buyer.

Coronada, Calif.—The Books of The Month Library at 1200 Orange Ave. is now owned by Mrs. Clara B. Lee.

Los Angeles, Calif.—After the first of July, Kathleen Ruddy will be the buyer of trade books for Campbell's Book Store, 10918 Le Conte Ave., succeeding Mrs. Betty Hakes, who will resign at that time.

Closed Shop

Lincoln, Nebr.—The Lincoln Book Nook, Lincoln Theater Building, has gone out of business.

Catalogs Requested

Woodside, L. I.—The Bliss Bookshop at 45-53 45th Street requests publishers', dealers' and first edition catalogs.

Obituaries

C. S. HOOK

C. S. Hook, rare book dealer of Atlantic City, N. J., died on May 12 at the age of 86. Mr. Hook had been in the field for forty-two years. He specialized in early law material, devoting his entire time to supplying the law libraries of the country with material to complete their sets of Colonial and State material.

CHARLES DeKAY

CHARLES DeKAY, poet, novelist and critic, died on March 23 at the age of 86. He was one of the best known figures in the literary circles of New York in the latter part of the nineteenth century, and his poetry won the admiration of such men as Robert Browning and Ralph Waldo Emerson. He became literary and art editor of the *New York Times* in 1876 and remained there until 1894, when President Cleveland appointed him consul general to Berlin, a post he kept for three years. His prose works include "The Bohemian," "Bird Gods," "The Life and Works of Barye, Sculptor," and "The Life and Works of Louis Comfort Tiffany." He also wrote four books of verse—"Hesperus and Other Poems," "The Vision of Nimrod," "The Vision of Esther," and "Love Poems of Louis Barnaval." He was the translator from the German of "The Family Letters of Heinrich Heine" and did translations from the French of Alphonse Daudet and Romain Rolland.

FINDLAY MUIRHEAD

FINDLAY MUIRHEAD, English journalist and authority on travelers' guide books, died in London on May 17th at the age of 75. After serving on the staff of *The Scotsman*, he joined Karl Baedeker, of Leipzig, the famous publisher of guide books, in 1887, and until 1914 he was co-editor with his brother, the late James F. Muirhead, of the British volumes. In 1915 he founded and had since edited the well-known British series of *Blue Guides*, of which the first, "Blue Guide to London," appeared in 1918. It proved so successful that twenty others followed. The guides were issued in co-operation with the French publishing house of Hachette. Prior to his guide book days, he wrote "Kings Without Crowns" and translated Zelden's "Commercial Geography."

One Month from Now—A Forecast

BAILEY'S DAUGHTERS, by John De Meyer. *Smith & Haas*, \$2.

G MAN, by Charles Francis Coe. *Lippincott*, \$2.

THE PURITAN STRAIN, by Faith Baldwin. *Farrar & Rinehart*, \$2.

DRUG STORE, by A. L. Furman and Harold Hadley. *Macaulay*, \$2.

TEMPEST OVER MEXICO, by Rosa E. King. *Little, Brown*, \$3.

July 1. A dark horse, in somewhat of a "February Hill" strain. "A side of Maine coast life the summer visitor can probably never see, but which if he should, he had better keep away from."

July 3. A story of the battle between criminals and the Department of Justice men. Now running in *S.E.P.*

July 3. A continuation of the story of the Condit, but a separate novel. F & R will have imprinted postcards and a large ad. campaign similar to that on "An American Family."

July 8. A novel about the drug store from old-time pharmacy to modern department store. Macaulay has a poster in 5 colors with mounted jacket, 10 x 13, also a special ad. appropriation.

July 8. The autobiography of a woman hotel-keeper near Mexico City, who lived there through exciting days of revolution.

Out This Week

THE BEAUTIFUL DERELICT, by Carolyn Wells. *Lippincott*, \$2.

THE BOOM BEGINS, by L. L. B. Angas. *Simon & Schuster*, \$2.

COUNTERFEIT, by Arthur Kallet. *Vanguard Press*, \$2.

DAWN OVER SAMARKAND, by Joshua Kunitz. *Covici, Friede*, \$3.

FATHER AND I, by Kazuo Koizumi. *Houghton Mifflin*, \$2.50.

FATHER COUGHLIN, by Ruth Mugglebee. *Garden City Pub. Co.*, \$1.

A HISTORY OF EUROPE, by H. A. L. Fisher. *Houghton Mifflin*, v. 1, \$4.

KELLY, by Donald Henderson Clarke. *Vanguard Press*, \$2.

LET'S GET WHAT WE WANT, by Walter B. Pitkin. *Simon & Schuster*, \$2.

LIVES OF A WOMAN, by Baroness von Hutten. *Dutton*, \$2.

PATHS OF GLORY, by Humphrey Cobb. *Viking Press*, \$2.50.

SALUTE TO APHRODITE, by Rearden Conner. *Bobbs-Merrill*, \$2.50.

SENTENCED TO LIFE, by Mary Agnes Hamilton. *Houghton Mifflin*, \$2.50.

WHAT SO PROUDLY WE HAILED, by Emile Gauvreau. *Macaulay*, \$3.50.

The forty-first Fleming Stone detective novel. You ought to know your market pretty well by now. S & S rushed this into print so quickly that we didn't have time to list it last week. It has already sold between 7000 and 8000 copies and is a leading non-fiction sales item in many stores.

It not only names names but shows pictures as well of products exposed as harmful, worthless or too costly.

Interesting interpretations of the ancient sections of Central Asia, now under Soviet rule.

Memories of Lafcadio Hearn and his home life in Japan, by his half-Japanese son.

A biography of Rev. Charles E. Coughlin—an opportunity for some quick sales.

Keep a record of your buyers of this important new work—there will be 2 more volumes.

Kelly, who sprang from New York's tough lower West Side, was a manicurist in a Times Square shop, and had many adventures with Broadway-ites and gangland.

Concerning the problems of consumers. The author concludes that they must work them out themselves, without government intervention.

A novel about "Mem," her four husbands, her lover and her children.

Viking's big fiction book of the summer. Great enthusiasm by advance readers. Impressive promotion and advertising. Several posters available.

A story of the Fenian trouble in Ireland by the author of "Shake Hands with the Devil."

A long exciting novel of two young moderns who decide assassination of a prominent statesman is the only way to keep their country out of a war.

A large, good-looking volume in which the editor of the N. Y. *Daily Mirror* contrasts life in Russia and the United States. Macaulay has a large poster featuring sample illustrations and the 4-color jacket mounted in a panel, 22 x 28. Liberal advertising in the *Times*, *Tribune* and dailies. Imprinted postcards.

Some Best Sellers of the Week

GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, \$2.50.

YOUNG RENNY, by Mazo De La Roche. *Little, Brown*, \$2.50.

OF TIME AND THE RIVER, by Thomas Wolfe. *Scribner*, \$3.

TIME OUT OF MIND, by Rachel Field. *Macmillan*, \$2.50.

NOW IN NOVEMBER, by Josephine Johnson. *Simon & Schuster*, \$2.

A FEW FOOLISH ONES, by Gladys Hasty Carroll. *Macmillan*, \$2.50.



ROAD TO WAR, by Walter Millis. *Houghton Mifflin*, \$3.

FRANCIS THE FIRST, by Francis Hackett. *Double-day, Doran*, \$3.

PERSONAL HISTORY, by Vincent Sheean. *Double-day, Doran*, \$3.

HANDOUT, by George Michael. *Putnam*, \$2.

WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.

R. E. LEE, by Douglas S. Freeman. *Scribner*, \$15.

A leading best seller in every city listed in the *Times* reports except New Orleans and San Francisco.

Fiction best seller at the American News Co. and McClurg's. First on the lists of Philadelphia and New Orleans stores in the *Times*.

The Chicago *Daily News* reports it the leader in that city. First in Washington and San Francisco stores listed in the *Times*.

Four Chicago stores report it their best seller in the *Times*. Sixth printing, Macmillan tells us.

First in sales in N. Y., Atlanta and St. Louis stores. One of the leaders at the wholesalers.

Baker & Taylor's best seller. Boston stores report it second in sales, in the *Times*.



This has taken a big jump during the past week.

Leading non-fiction seller in N. Y., Philadelphia, and Washington stores according to the *Times*. First at the American News and Baker & Taylor.

Best selling non-fiction title in St. Louis and New Orleans, reports the *Times*, second in Atlanta.

Second in sales at the American News. The *Times* reports it first in Chicago and second in N. Y. stores.

Leads in Boston stores for the second week; second in Washington. Second on McClurg's latest list.

N. Y., Washington, Atlanta, Chicago, and St. Louis stores report it a best seller in the *Times*.

The steady best seller in the South and good sales everywhere.

Candidates for the Best Seller List

NATIONAL VELVET, by Enid Bagnold. *Morrow*, \$2.50.

THE MAN WHO HAD EVERYTHING, by Louis Bromfield. *Harper*, \$2.

ROLL RIVER, by James Boyd. *Scribner*, \$2.75.

DON'T EVER LEAVE ME, by Katharine Brush. *Farrar & Rinehart*, \$2.



QUEEN VICTORIA, by E. F. Benson. *Longmans, Green*, \$3.50.

THE PEOPLE'S KING, by John Buchan. *Houghton Mifflin*, \$2.75.

CHRONICLES OF BARABBAS, by George H. Doran. *Harcourt, Brace*, \$3.50.

THE ART OF HAPPINESS, by John Cowper Powys. *Simon & Schuster*, \$2.

Listed in the *Times* by N. Y., Washington, Chicago, St. Louis and San Francisco stores. Third printing, Morrow tells us.

The best seller at Brentano's, N. Y., last week. Starting well everywhere.

Charles Sessler in Philadelphia and Woodward & Lothrop in Washington tell us it outsold all other novels in their stores during May.

Reported in the *Times* by Boston stores. Third on Baker & Taylor's latest list.



After rather a slow start sales are beginning to pile up in grand style. Baker & Taylor report it second on their non-fiction list. Listed second also by Philadelphia stores in the *Times*.

The Silver Jubilee seems to be having its effect over here. Reported second in sales by Boston stores in the *Times* and one of the leaders at Brentano's, N. Y.

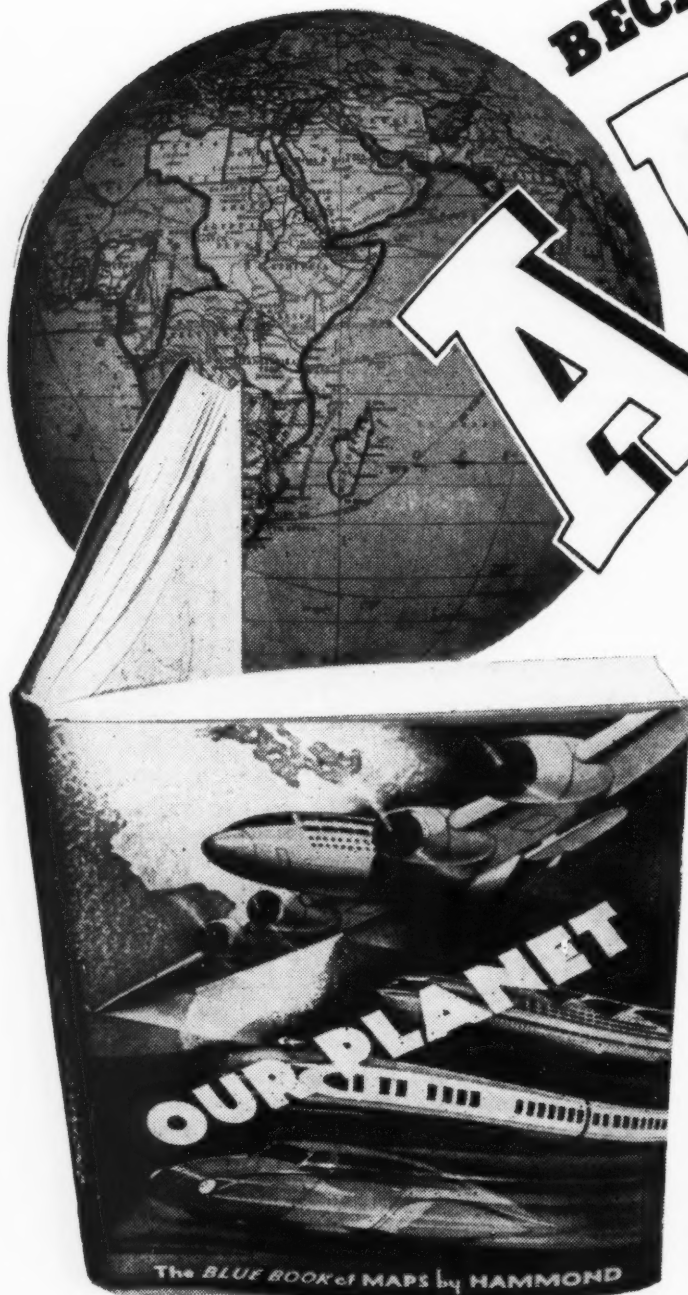
Selling so well that the general public as well as the trade must be interested in the book business. Eight large stores have told us it was one of their May best sellers, and it was the non-fiction leader in Charles Sessler's, Philadelphia.

Reported in the *Times* by Washington stores. Fourth on Baker & Taylor's monthly best seller list.

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will withstand any
wear everywhere.**



Facts about OUR PLANET

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- Its preparation cost \$100,000.00 and kept an editor and 12 assistants busy for four full years.
- It contains 224 maps in full color, with an accompanying index which lists over 50,000 place names.
- The illustrated Gazetteer section contains concise descriptions of all existing political entities and 64 scenes in color depicting the world's outstanding landmarks.

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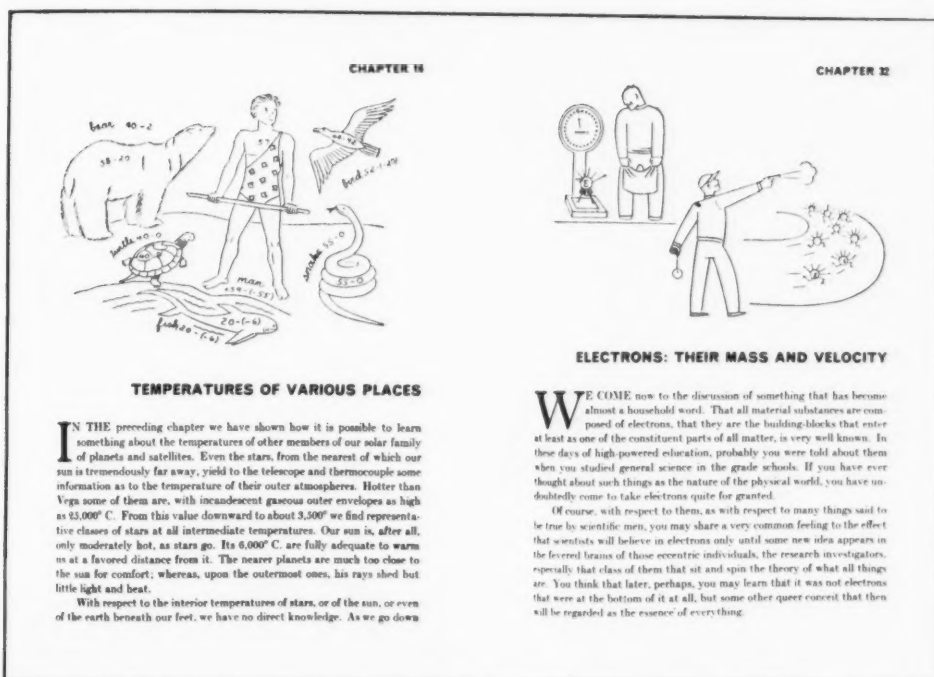
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BOOK MAKING

IN THE FIRST ISSUE OF EVERY MONTH

News and Views for Those Interested in the Production of Better Books



"From Galileo to Cosmic Rays" (University of Chicago Press) with line drawings by Chichi Lasley

School Books: Past, Present and Future

III. Some American School Books of Today

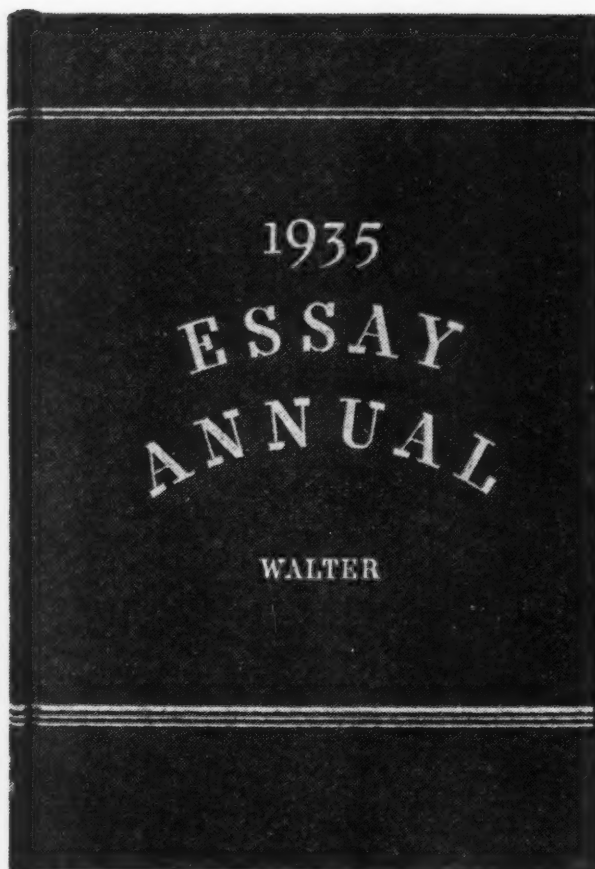
WILLIAM A. KITTREDGE

IT IS IMPOSSIBLE within the scope of these articles to speak of the texts of school books from the pedagogical or scholarly point of view. Our purpose here is to call attention to the physical form of books and eventually to suggest possible improvements in the new design and arrangement of approved texts in more inviting formats.

The publishers of trade edition books have made great improvements in their product so that paper, typography, illustration, bindings and jackets today are more inviting and attractive than ever before.

The illustrations with this article show a few American school books which have attractive features of design that make them more interesting than the common product.

At the University of Chicago, a fine textbook on physics—"From Galileo to Cosmic Rays"—has been made with both wit and humor, and every attention to the aiding of the interest of the student through line design, photographic illustration and legible type well arranged with frequent interruptions. This book of 450 pages, size 6 $\frac{3}{8}$ " x 9", is bound with unfinished crimson cloth



"1935 Essay Annual," (Scott, Foresman)

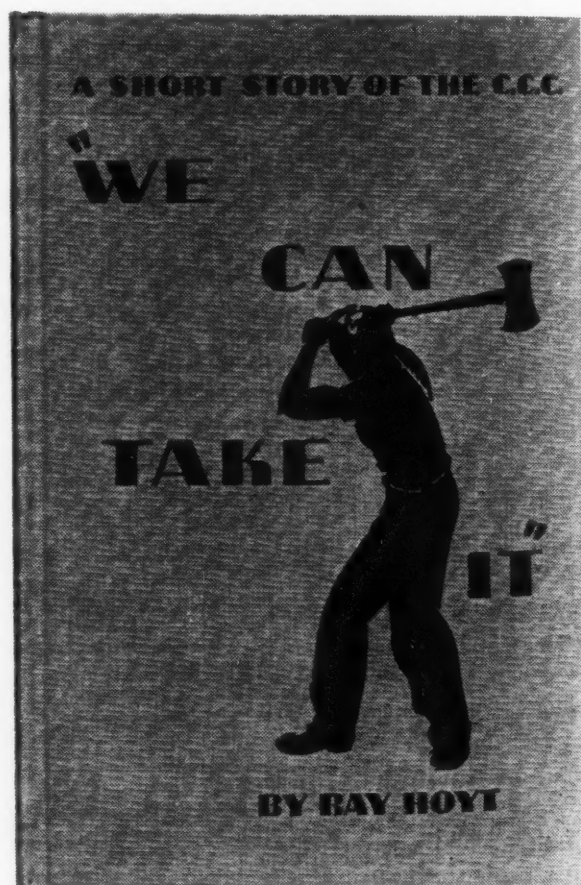
sides and a black vellum backbone. Bold sanserif type is used on the title-page for chapter beginning headings and running titles, together with certain features in the text demanding a special emphasis. This book is written the way Professor Lemon talks in the class room. It is illustrated with line designs such as he might draw on the blackboard to punctuate his remarks. These are supplemented with photographs showing actual demonstrations. There is not a dull page or a dull moment in the book. The text is topically interrupted every few paragraphs with initial letters so that the student can absorb a small section of the subject at a time within these brackets. Everyone who cares for the ideal in a textbook will wish to examine this volume.

Certainly school books which have literary interest are given formats in harmony with the idea of the text. Such a book is the "1935 Essay Annual," brought together by Eric A. Walter of the Department of English, University of Michigan, published by Scott, Foresman & Company. This book contains 376 pages and is 5" x 7¼" in size, bound in unfinished red cloth over boards, stamped with light gray ink. Wide margins

are dispensed with in favor of a very legible text-page set in 11-point Granjon. The title-page, chapter beginnings and running titles are all in the manner of a well-designed book.

"School and Home Gardens" by Charles L. Quear, published by the University Publishing Company, has an exceedingly attractive binding of yellow cloth, stamped in green and red with a conventionalized design of vegetables and flowers. This book is illustrated with realistic, entertaining photographs showing the possibilities of this kind of gardening, and what other boys and girls and schools are doing.

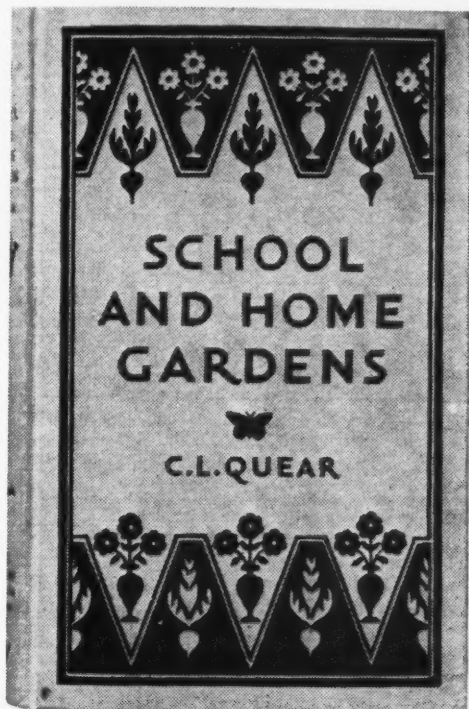
The books of Ginn & Company have always preserved a traditional style of legible type, good paper, illustration and printing. The Junior High School Mathematics, books I and III, by Wentworth Smith Brown, size 5" x 7½", contain full page illustrations by T. M. Cleland which deserve the attention of collectors. In one of the books Mr. Cleland has used traditional forms for his illustrations, and in the other he has gone to nature about him to make drawings that will illustrate the mathematical problems under discussion. These books show the pos-



"We Can Take It" (American Book Co.)

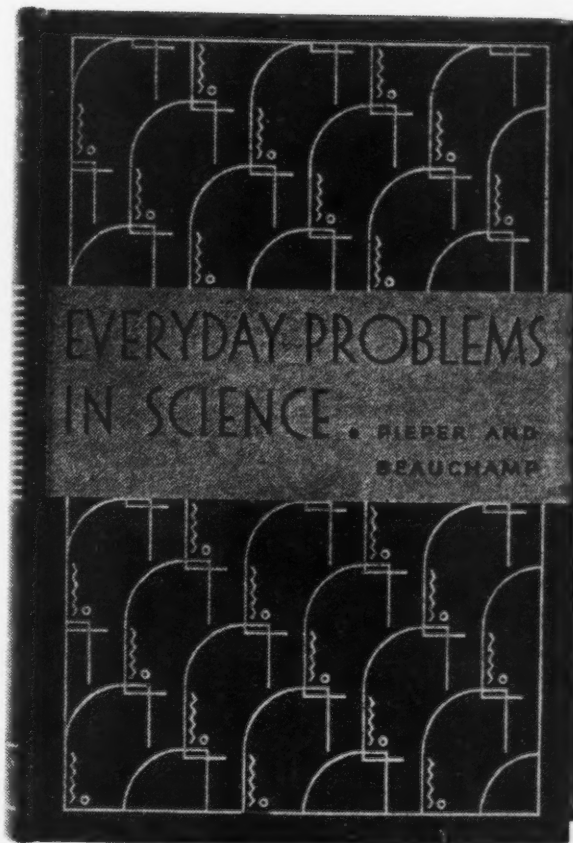
sibilities of the use of fine illustration in a school book.

One looks for new books for the new day and finds that the American Book Company has published a short story of the C.C.C. by Ray Hoyt, with illustrations by Marshall Davis. This book is characteristically entitled: "We Can Take It," and has a most attractive binding, stamped in terra cotta and black on a warm gray cloth. This book is the résumé of the work of the C.C.C. camp, and is built as a textbook for the use of this great outdoors country club of so many young men in America today.



Published by the University Publishing Co.

"Everyday Prob'ems in Science" by Charles John Pieper and Wilbur Lee Beauchamp is a book which, while used as a textbook in school, might well serve as entertaining reading in the home by adults. Profusely illustrated with line drawings and halftones from photographs, it tells about all the practical things that go into the making of the environment and gadgets of modern life. For the student interested in facts, this book is a compendium of useful information, graphically presented. If one could not read the English language, one could, through the designs, diagrams and pictures of this book, obtain a useful knowledge of how things work. The binding of this book is attractively accomplished in yellow and red on a background of blue fabrikoid.



Published by Scott, Foresman

"Champion Arithmetics," published by Row, Peterson & Company, Evanston, Illinois, have the unusual feature of illustrations in color, with figures used in problems of sans-serif, modern Arabic numerals. These figures become exceedingly legible on the page and make it easier for the student to work out his problems. The color used in the illustrations gives a vivacity and interest that takes it out of the commonplace.

The Little Library of Science. (The Color-text Publications, 8 South Michigan Avenue, Chicago), consists of twelve booklets on the subjects of Airplanes, Communication, The Earth, Indians, Light, Magnets, The Story of the Maya, Numbers, Our Bodies, Planets, Railroads, Sound. The booklets contain 12 pages each and are the most advanced experiment in the design of books for children in this country. They are lavishly illustrated with line drawings and printed in combinations of color that make them very attractive.

Of course, the foregoing are but representative of a few of the better school books being made in this country today. They do indicate, however, a desire for experimentation in better ways of presenting worthy texts to deserving students.

Practice after Test on VI, VII, and VIII

If you made mistakes in Test on VI, VII, and VIII, you need more practice.

Copy these examples on your paper and multiply. Check each product by going over your work carefully.

Set I

	a	b	c	d	e	f
1.	$\begin{array}{r} 63 \\ 8 \end{array}$	$\begin{array}{r} 67 \\ 9 \end{array}$	$\begin{array}{r} 39 \\ 8 \end{array}$	$\begin{array}{r} 49 \\ 7 \end{array}$	$\begin{array}{r} 37 \\ 6 \end{array}$	$\begin{array}{r} 85 \\ 6 \end{array}$
2.	$\begin{array}{r} 77 \\ 7 \end{array}$	$\begin{array}{r} 77 \\ 8 \end{array}$	$\begin{array}{r} 56 \\ 9 \end{array}$	$\begin{array}{r} 89 \\ 9 \end{array}$	$\begin{array}{r} 86 \\ 7 \end{array}$	$\begin{array}{r} 88 \\ 8 \end{array}$
3.	$\begin{array}{r} 35 \\ 9 \end{array}$	$\begin{array}{r} 43 \\ 7 \end{array}$	$\begin{array}{r} 86 \\ 6 \end{array}$	$\begin{array}{r} 79 \\ 4 \end{array}$	$\begin{array}{r} 23 \\ 9 \end{array}$	$\begin{array}{r} 89 \\ 8 \end{array}$

Set II

	a	b	c	d	e	f
4.	$\begin{array}{r} \$64 \\ 8 \end{array}$	$\begin{array}{r} \$78 \\ 7 \end{array}$	$\begin{array}{r} \$17 \\ 9 \end{array}$	$\begin{array}{r} \$79 \\ 7 \end{array}$	$\begin{array}{r} \$89 \\ 6 \end{array}$	$\begin{array}{r} \$47 \\ 9 \end{array}$
5.	$\begin{array}{r} 378 \\ 2 \end{array}$	$\begin{array}{r} 649 \\ 6 \end{array}$	$\begin{array}{r} 397 \\ 7 \end{array}$	$\begin{array}{r} 486 \\ 8 \end{array}$	$\begin{array}{r} 978 \\ 9 \end{array}$	$\begin{array}{r} 798 \\ 5 \end{array}$
6.	$\begin{array}{r} 60 \\ 5 \end{array}$	$\begin{array}{r} 50 \\ 4 \end{array}$	$\begin{array}{r} 80 \\ 5 \end{array}$	$\begin{array}{r} 75 \\ 8 \end{array}$	$\begin{array}{r} 70 \\ 9 \end{array}$	$\begin{array}{r} 750 \\ 8 \end{array}$

Set III

	a	b	c	d	e	f
7.	$\begin{array}{r} 809 \\ 7 \end{array}$	$\begin{array}{r} 402 \\ 6 \end{array}$	$\begin{array}{r} 406 \\ 5 \end{array}$	$\begin{array}{r} 500 \\ 4 \end{array}$	$\begin{array}{r} 121 \\ 9 \end{array}$	$\begin{array}{r} 713 \\ 7 \end{array}$
8.	$\begin{array}{r} 916 \\ 6 \end{array}$	$\begin{array}{r} 650 \\ 8 \end{array}$	$\begin{array}{r} 809 \\ 9 \end{array}$	$\begin{array}{r} 360 \\ 3 \end{array}$	$\begin{array}{r} 560 \\ 9 \end{array}$	$\begin{array}{r} 304 \\ 5 \end{array}$
9.	$\begin{array}{r} \$7.05 \\ 8 \end{array}$	$\begin{array}{r} \$5.08 \\ 7 \end{array}$	$\begin{array}{r} \$7.70 \\ 4 \end{array}$	$\begin{array}{r} \$8.50 \\ 6 \end{array}$	$\begin{array}{r} \$4.60 \\ 7 \end{array}$	$\begin{array}{r} \$5.08 \\ 6 \end{array}$

280

What Do I Remember about Division?



I. Do I know all of the 90 even division facts so that I can give the quotients quickly without a mistake?

II. Can I make good figures and remember to write my quotient figure over the right hand figure in the part of the dividend that I am dividing?

III. Am I able to multiply the divisor by the part of the quotient just found, and to subtract to find the remainder?

IV. Can I keep in mind the number left over, and use it with the next number to make a new dividend for the next division?

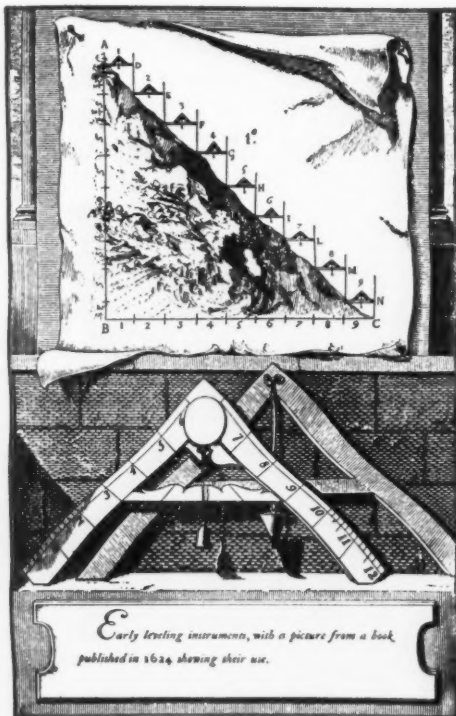
V. Do I remember to write the remainder, if there is any, after the quotient?

VI. Do I remember to check my answer by multiplying the quotient by the divisor, and then adding any remainder to this product?

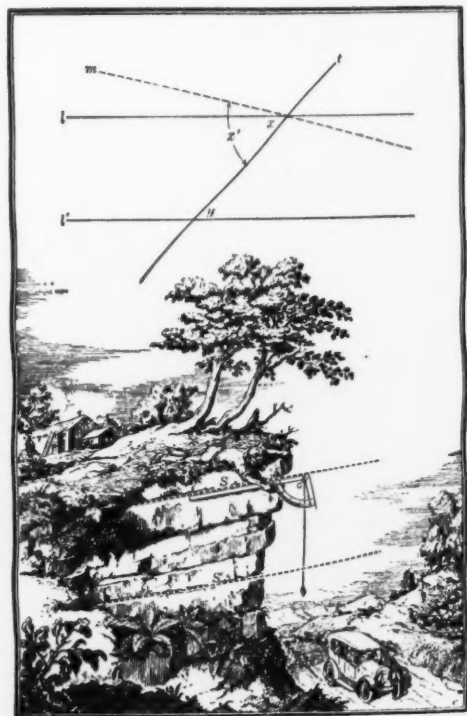
Test and practice material follows.

281

"Champion Arithmetics"—Book One (Row, Peterson & Co., Cleveland, Ohio)



Page from "Junior High School Mathematics," Book I (Ginn & Co.) with illustration by T. M. Cleland



306

Page from "Junior High School Mathematics," Book III (Ginn & Co.) with illustration by T. M. Cleland



The Story of Civilization

WILL DURANT

SIMON and SCHUSTER

HOLLISTON

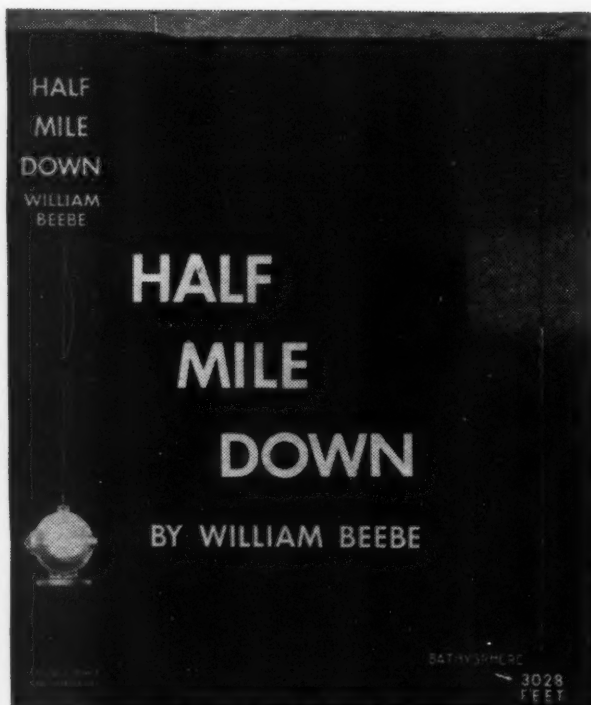
The binding fabric is in itself an example of progress—from the interlacing of shredded bark and the matting of hair into primitive felt—down through history the making and use of cloth has always played an important part in the affairs of men. We are proud of the fact that this "Story of Civilization" is bound in Holliston Buckram.

THE HOLLISTON MILLS, INC., NORWOOD, MASS.

BOSTON · NEW YORK · PHILADELPHIA · CHICAGO · ST. LOUIS

Book Jackets and the 1935 Book Jacket Show

GEORG SALTER



The masterpiece of the Exhibition, designed by John Tee Van for Harcourt, Brace

NO ONE WHO HAS VISITED the Book Jacket Show of the American Institute of Graphic Arts, be he participating artist, expert or layman, can possibly be of the opinion that he has seen the best jackets of 1934.

About 460 jackets were submitted, of which the jury selected 34 and, of these, 16 were accepted with qualifications.

I cannot believe that the jury was permitted to view all of the eligible jackets. In fact, I am confident that far too much prejudging took place, with the result that the show did not completely fulfill the purpose for which it was intended.

May I suggest that, in the future, publishers send to the Institute all of their jackets, immediately after publication, so that the jury may be certain of having a better opportunity of selecting what, in its opinion, are the "best" jackets of the year.

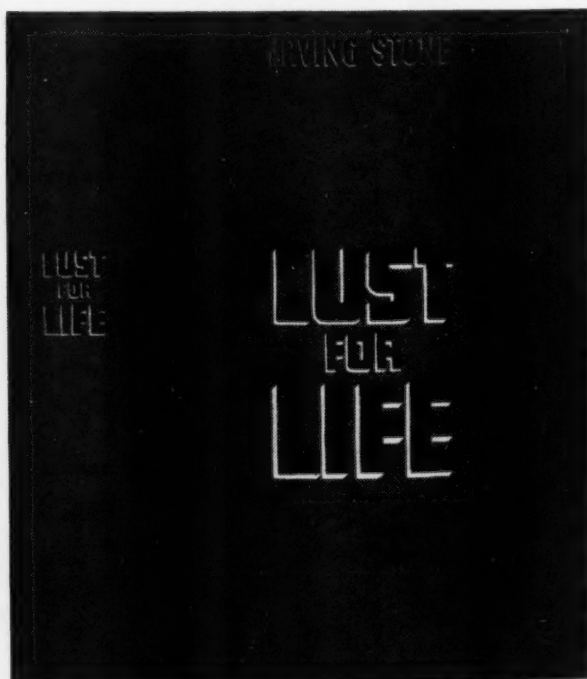
If the Book Jacket Show is to serve the purpose of improving jackets, surely publishers will benefit; and, with this thought in mind, they should give it their wholehearted approval and sponsorship.

At the show this year, there were many jackets that could be considered satisfactory, but there were only a few that can really be listed as "good." I prefer to avoid the use of the word "best" since such a classification, in my opinion, is far too theoretical.

A "good" jacket is good enough for our studies, as a jacket cannot be good unless it is practical, therefore suitable to the book for which it has been planned.

What is a "good" jacket? Is it not one that expresses graphically the purport and context of the book?

Theoretically, this can be achieved by photographing the most important or most descriptive situation in a given book. However, photographs are too concrete, too specific, not imaginative enough to serve as a general medium of pictorial expression. I am not unmindful of the fact that in the case of detective and mystery stories, or where the subject matter offers concrete material, the photographic method is quite suitable.



This jacket designed by Hawkins for Longmans, Green combines good typography with formal pictorial expression

The
GUESTS
ARRIVE
CECIL
ROMER'S

APPLETON
CENTURY

APPLETON CENTURY SELECT *Glofoil*

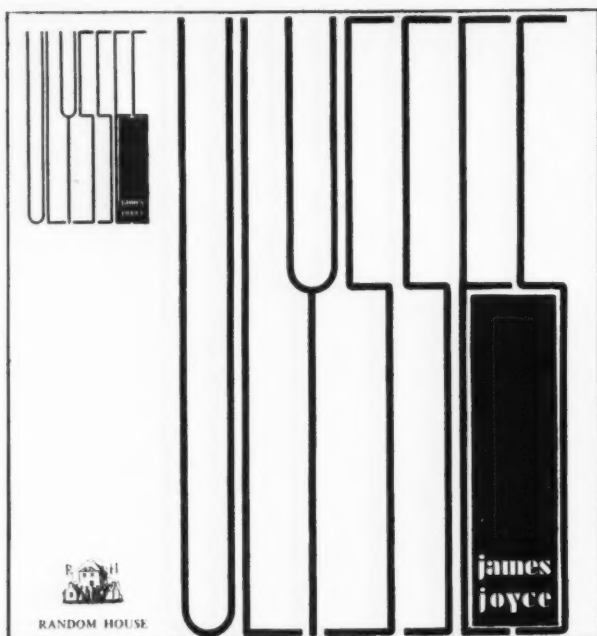
FARRAR and RINEHART SELECT *Glofoil*

A DESK-BOOK OF
25,000 Words
FREQUENTLY MISPELLED
BY FRANK H. VITTELLI

GROSSET
& DUNLAP

GROSSET & DUNLAP SELECT *Glofoil*

For consistently good performance we
recommend GLOFOIL. Try it and let the
results do the talking. Distributed by The
Holliston Mills, Inc., Norwood, Mass.,
branches at Boston, New York, Philadel-
phia, Chicago and St. Louis. Manufac-
tured by Nashua Gummed & Coated
Paper Co., Nashua, N. H. Office and
Warehouse: 53 Park Place, New York City.



Ernst Reichl here profits by the dynamic power of the typographical form of the word itself

A good jacket must be more than a record or a report. It must transmit a mood. It must appeal to the imagination. It must be in perfect accord with the literary quality of the book. It must be even more if it is to function as an important sales factor, if it is to "stop" the eye of the person passing by—yet within the limits of good taste, within the restrictions of good art.

I hold that only a good piece of art can constitute a good jacket and, therefore, the jacket artist must not violate the esthetic requirements of his medium.

The jacket artist has unlimited opportunities in the selection of form and material for his work. He has at his disposal all of the various methods of graphic expression, such as the drawn or painted picture, photography, handlettering and typography; all of these singly or in combination on any suitable or appropriate working material.

It must not be assumed that an elaborate multi-colored jacket has any advantage over a simple one-colored subject. Colors help, of course, but they surely are not decisive factors in determining the quality of any jacket. Proof of this point can be had by viewing "Ulysses," a jacket designed by Ernst Reichl. It is printed in two unobtrusive colors, black and red, on a quiet and neutral paper. It appears that the purpose of the designer was definitely to subdue color and material in order to profit by the dynamic power of the typographical form of the word itself. The

proportions clearly suggest the gigantic scope of the book. The lack of readability, which the jury objected to, does not impair its quality in my mind; for here was a book that had received a considerable amount of advance advertising and, therefore, did not have to look for "pick-up" buyers.

How broad the limitations of graphic expression on a jacket can be is seen in what, I believe, to be the masterpiece of the exhibition, John Tee Van's design for "Half Mile Down." A pictorial jacket for a scientific or a semi-scientific book, it exhausts the possibilities of conveying the idea of the book to the purchaser. It is a perfect jacket in every respect. It is clear and concise in its typography, colorful and lacking in unnecessary ornament. It is precisely what a "selling" jacket should be.

There are in the exhibit more picturesque jackets than "Half Mile Down" and more typographical ones than "Ulysses"; but for one reason or another, they are not their equals.

I should like to call attention to two other jackets that appeal to me, namely, Hawkin's "Lust for Life" and Joseph Blumenthal's "Poems." The first combines good typography with formal pictorial expression. The second is a sensitive and understanding approach to a purely typographical problem and emphasizes the desirability of letting the designer do a whole job: backbone, back-ad and flaps.

I wish that space permitted my pointing out in the case of all of the jackets selected by the jury what might have been done to improve them; but this would hardly be necessary as far as the artists are concerned, for they undoubtedly are fully aware themselves of the desirable changes.

I should rather like to suggest before closing my brief remarks that it would be greatly to the advantage of publishers if they made it possible for their designers to do better work (1) by attaching more importance to it and (2) by giving the artist more time.

I might also add that, since each show is expected to provide a basis for improvement, the exhibit should be not merely one showing the selected jackets of the particular year but also those of the previous year. In other words, I propose that the Book Show of 1936 include the few outstanding jackets of 1935 so that a definite opportunity for comparison will be available.

TRADE **LINOTYPE** MARK

22
OUT OF
25

of the books in the 1935 American Institute
of Graphic Arts *Trade Book Exhibition* are
Linotype set:

9 in Linotype Baskerville
5 in Linotype Granjon
3 in Linotype Janson
3 in Linotype Bodoni Book
1 in Linotype Estienne
1 in Linotype Antique No. 3

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO · CHICAGO · NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

Set in Linotype Memphis Family

Books About Bookmaking

H. LEHMANN-HAUPT

CREATORS OF WONDERLAND by *M. Mespoulet*. New York, Arrow Editions, 1934. \$3.00

To find, that illustrations in one book have much to do with those in a similar, earlier one, is a common experience among students of book illustration. Discoveries of this kind are received with a good deal of scepticism by experienced collectors, because there are many pitfalls. It is so easy to point out parallels, if one sets out to find them. However, "Creators of Wonderland" brings convincing proof that Tenniel, the illustrator, and perhaps Lewis Carroll, the author of "Alice in Wonderland," must have known rather well the work of Grandville, famous French illustrator of the late romantic period. Because "Alice" is loved by so many, and is such a marvelous book, because M. Mespoulet has gone in for the sources of its illustrations with such sympathetic verve and such broad understanding of the two countries, and because the Rydal Press in Santa Fe has made such a charming volume of it, "Creators of Wonderland" deserves a warm welcome in the literature of book illustration.

THE HAND PRESS. An essay written and printed by hand for the Society of Typographic Arts, Chicago, by *H. D. C. Pepler*, printer, Founder of St. Dominic's Press. Ditchling Common, Sussex, 1934.

Both amusing and irritating, Mr. Pepler's "Hand Press" is partly the transcript of an address to Chicago printers, and partly a diary, a prospectus soliciting subscription to the products of his private press, a credo and a draft for his own epitaph. The volume, I suspect, contains some useful information about the working of a hand press, but it takes someone already familiar with the principles to discover this. The book is full of editorial and typographic errors, it is set up very irregularly and printed without knowledge of the real possibilities of the hand press. It does possess a certain handmade charm, but as the product of an author who sets out to defend hand printing against machine printing, one would expect more care in its production, just as one would like

to see more common sense and good judgment in the statements of its author. But in some curious, roundabout way, Mr. Pepler does manage to reconcile his reader and make the hour spent over the book worth while.

DANSK TYPOGRAFISK ATLAS 1482-1600 (DANISH TYPOGRAPHIC ATLAS) by *Lauritz Nielsen*. Copenhagen, Gyldendal, 1934.

A pictorial history of Danish printing, impressively presented on a hundred well made plates, some of them with as many as four reproductions, and preceded by a short foreword and inventory. Looking through the volume is like listening to a well known tune, sung in a foreign language and with a new accompaniment, familiar enough to be easily understood, yet strange enough to be fascinating and inspiring.

DAS PAPIER. Eine Berufschonik (A PAPER-MAKING TRADE CHRONICLE)

Berlin, Heinz Schnakenburg, 1935. RM 3.50

The current flood of papermaking literature seems to be keeping up. Several publications have been announced in France, elsewhere in Europe, and in America. From Germany comes this "trade chronicle," better described as a papermaking miscellany. Loosely arranged in historical order, the book contains reprints from literary and historical works, excerpts from documents, decrees, sermons, and other sources, that have something or other to do with papermaking.

Who's Who in Printing

"WHO'S WHO IN PRINTING in the United States and Canada," the biographical brochure issued by David Gustafson of the Carnegie Institute of Technology, has now reached its third part, adding 100 more biographical paragraphs to the two parts previously issued. These handbooks, which are published by the author, supply important data for workers in the field of printing or fine bookmaking. Among those covered in this new volume are John Archer, Robert O. Ballou, Eugene V. Connett, Burton Emmett, Mitchell Kennerley, John T. Winterich, Henry W. Kent.

Hundreds of thousands of these Text Books
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 NEWARK, NEW JERSEY

Pattern Papers for End Sheets

Old-Time Feature of European Designing Now Adapted to Machine-Made American Bookmaking

CHARLES W. SMITH

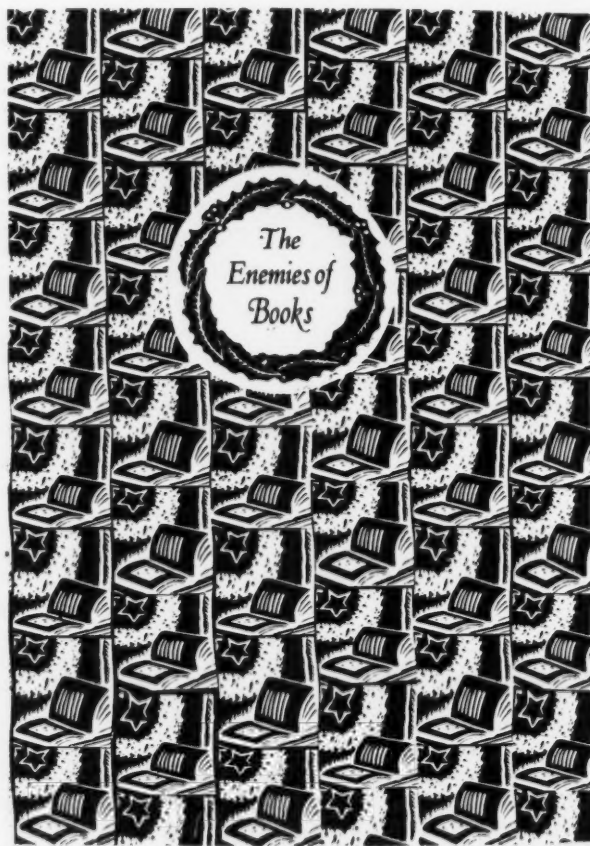
THERE IS VERY LITTLE INFORMATION available as to the early history of pattern papers. Just when they were first made and used is uncertain. It is believed that at first wall papers of small design units were used for books.

Many of these patterns were applied to the paper by means of the wood block, sometimes combined with stencils. They were printed by hand, and dyes were used instead of inks. Some of these papers have been reproduced in recent years by lithography, and a little of the uneven hand-made quality has been retained in these reproductions. Some of the finest old papers were made in Italy and France.

England and Germany have been most prolific in the making of pattern papers in the past fifty years, many attractive papers having been produced in those countries, and the books from these countries bound in pattern papers attest to their attractiveness and practicability.

The modern designer has learned much from these early papers. He also realizes that with our present day mechanical equipment the imitation of these papers is not practical nor really desirable. His problem has been to design papers in keeping with the spirit and reproductive processes of today. Therefore we use machine-made pattern papers in machine-made books.

Fewer pattern papers have been used in America than in any of the other countries mentioned. Perhaps it is because fewer papers have been made here; or that many of the imported papers were not suited to our needs. It is certain that papers of this character must be selected and used with real understanding. When the full binding is to be paper the problem is somewhat simplified, but, when a backbone of different material is used, care must be taken in the selection of proper colors. The title may be pasted or a space mortised for it in the block. Small design units are best suited to small books while the larger books may have larger de-



Paper designed by Mr. Smith to be used by Melbert B. Cary, Jr., of the Press of the Woolly Whale on his Christmas book

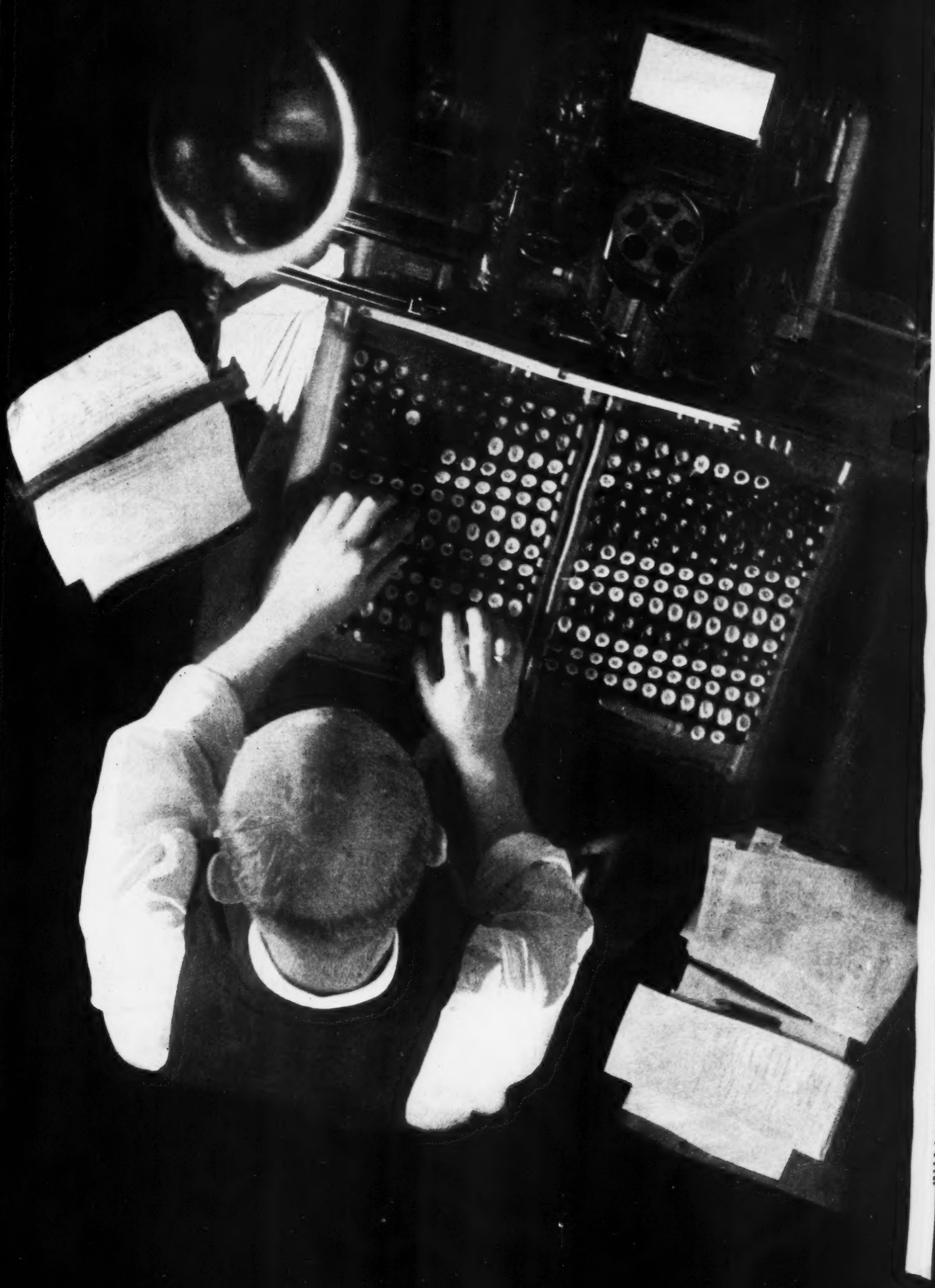
signs. When end sheets are used, the most pleasing effects are usually those obtained from light colors or tints.

Many of the latter-day papers have been made from designs cut in wood and others from drawings. Those cut in wood have a very different character from those drawn with pen or brush. The modern papers are done in fewer colors than the old. Usually two or three printed on a decidedly warm colored paper.

Perhaps the closest relation of the old and new papers is in the designs. Some designers have used motifs from the old papers while others have created new units more in keeping with the times.

Designers both old and new were con-

THE HADDON CRAFTSMEN, INC.
COMPOSITION • ELECTROTYPING • PRINTING • BINDING
CAMDEN, N. J. • NEW YORK, N. Y.





End paper designed by Mr. Smith for Harper's for use in a book by Priestley, using the author's initials as an integral part of the design



Another of Mr. Smith's decorative end papers in which the spacing of the single units creates an interesting pattern

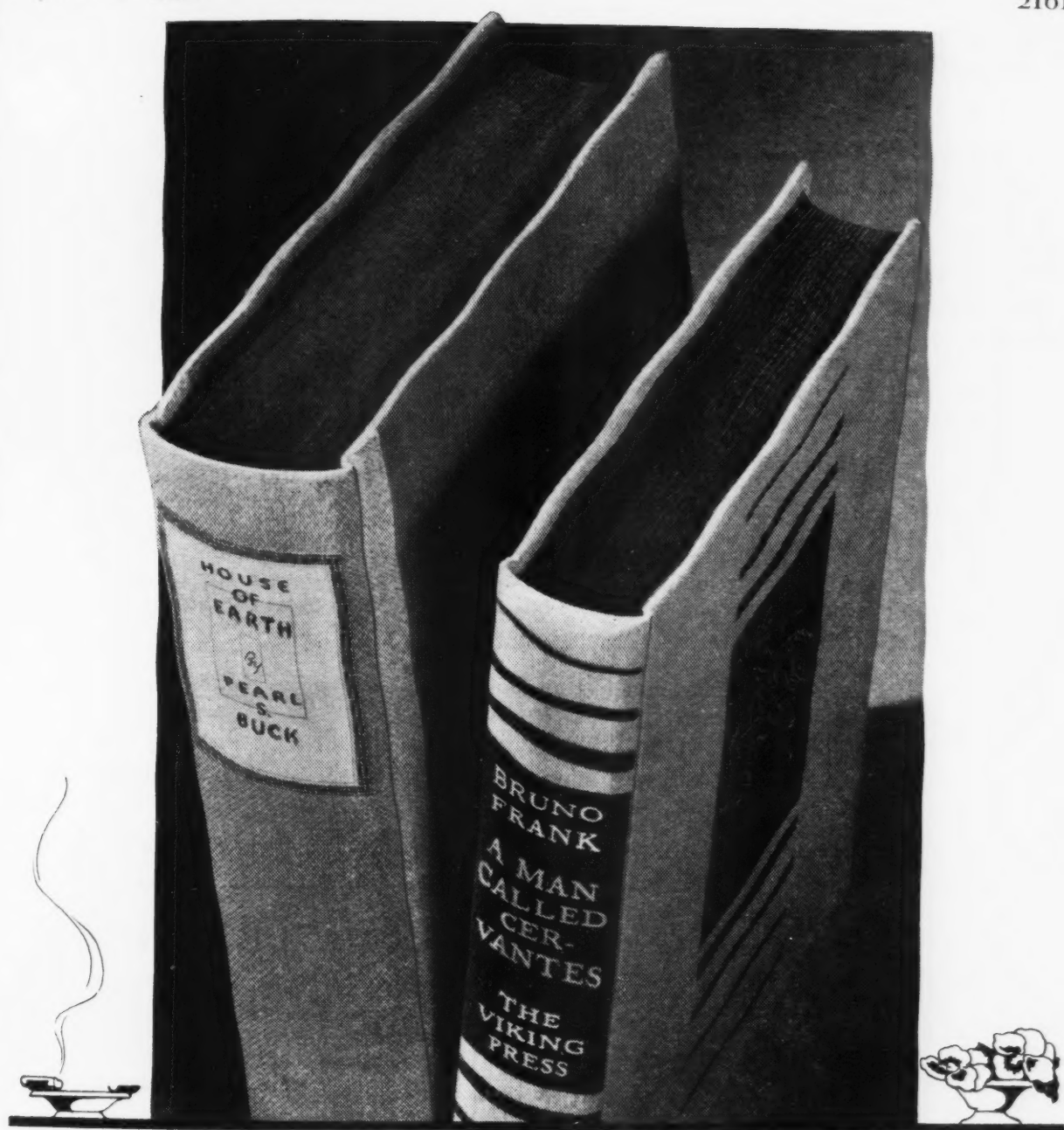
cerned primarily with the producing of pleasing patterns. A poor design printed by hand is not made any better because it is done in that way nor is a good design less good because it is done in quantity and with great speed.

The book designer using pattern papers will most naturally choose the papers that please him and that fit in with his plan for the book. However, the design used should be beautiful of itself and not necessarily illustrative of the book. While it is true that many designs are inspired by natural objects, the less they resemble these things in the completed design the better. The beauty and charm of the old as well as the new papers lie solely in the spacing; the fine relation of mass line and color. When these things are sacrificed for illustrative units, then we lose the real reason for the existence of pattern papers. Of course it is possible and often desirable to suggest something of the contents of the book, but good design should not be sacrificed in doing so.

I have found the wood block best suited to my own needs in producing patterns for papers. While there are certain limitations imposed by the medium, there are also many advantages that are not possessed by other mediums. The restrictions to simple masses, lines and values is a decided advantage. Much of the charm of the old papers is in their simplicity. There is no certain formula for making designs for these papers. In fact, there is quite an element of uncertainty about the whole procedure. From the first pencil drawing on graph paper thru to the combining of the units is one of surprise. By shifting the completed units one way or the other new patterns are created, and it is possible to have several decidedly different patterns from a single unit. When the best of these combinations is chosen a line cut is made of the desired size.

Necessity Mothers Another

Contemporary Books, a new publication issued by the du Pont Company to promote its book cloths, tells in the March-April number of a book designer who amazed the editors by reversing the PX cloth with which he bound a certain book. In this way he achieved the texture he wanted and still protected the backbone and contents.



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What's News!

AN EXHIBIT of "Art in Book Manufacture" has been placed in the Berkshire Museum of Pittsfield, Mass., thanks to the initiative of Mae M. Bradford of the Museum, member of the American Institute of Graphic Arts. Miss Bradford has had the assistance of Charlotte Burns of England Brothers' book department in Pittsfield. The exhibit included a collection of selected volumes of Fifty Book Shows of the last ten years, sixteen titles from the Book Clinic Trade Book Show, original book jackets, illustrations sent for the purpose by Houghton Mifflin Company, Little, Brown & Company, Alfred A. Knopf, Inc., pencil drawings by Zenya Gay, a painting by John Allen Maxwell, an oil painting done by Peter Hurd for "Conquest of Canaan," which Harper & Brothers sent along with other illustrative material, paper-making material from the Crane Paper Company, broadsides in different type faces from the Bauer Type Foundry, and a demonstration of manufacturing processes supplied by the Eagle Printing and Binding Company of Pittsfield.

JOHN L. DAVIS, who has been assistant manager of the Mergenthaler Linotype Company in New Orleans for many years, has been appointed manager to take the place of Fred W. Bott who died this spring. Mergenthaler has issued a little booklet containing a tribute to Mr. Bott and an announcement of the appointment of Mr. Davis.

THE Walker Engraving Corporation has announced a \$1000 prize contest for the best original and complete advertisement prepared for a 7" x 10" or 9" x 12" bleed size advertising publication, expressing "The Significance of the Printed Picture." Closing date is September 15th and full details may be secured from the Walker Engraving Corporation, 141 East 25th Street, New York City.

AN EXHIBITION of European Commercial Printing of Today is on view at the Museum of Modern Art, 11 West 53rd Street, New York City. The exhibition was assembled in collaboration with the L. F. White Company, Printers, and shows the best specimens of modern commercial printing of the foremost printers of Europe.

better paper
better books

Elmer E. Cole

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Booksellers, publishers, and private persons are invited to write for estimates on any sort of edition, handsomely and economically produced by an experienced book designer.

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THE BRITISH EXHIBITION of Fifty Books of 1934, selected by a committee of members of the First Edition Club of London, is now being shown in London. The jury which chose the books, says the catalog of the exhibition, endeavored "to weigh the books submitted on a scale which was evenly balanced between the book produced under ordinary commercial circumstances and the *edition-de-luxe*." The method adopted was to allow a maximum of 50 marks, divided in the following proportion; paper, 5 marks; typographical design, 15 marks; binding, 10 marks; relation to price, 10 marks, and general impression, 10 marks. "By this standard," the program continues, "it was possible for a seven-and-six-penny novel, which in the nature of things could not vie in paper or binding with a three-guinea volume, to make up lost ground in relation to price, or even in general impression."

*The Printing-Office
of the
Yale University Press
With Personnel, Equipment and
Organization for Good Printing
New Haven*

Fifteen books out of the Fifty were produced by private presses, the Nonesuch Press being represented by 6, the Golden Cockerell Press by 5, and the Gregynog Press by 2. Of the trade publishers, Faber & Faber led with 6 volumes, followed by Chatto & Windus and Cassell & Co., with 4 each and the Cambridge University Press with 3.

Among the volumes chosen were the Shakespeare Head Press edition of "The Works of William Shakespeare," the Nonesuch Press edition of "Swift: Gulliver's Travels and Selected Writings in Verse and

VanReesPress

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NORWOOD PRESS LINOTYPE, INC.

TYPESETTING
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Book Manufacturers

ELECTROTYPING
BINDING

B	RAUNWORTH & CO. INC.	60 BROADWAY BROOKLYN, N. Y.
	BUILDERS OF BOOKS	TYPESETTING ELECTROTYPING PRINTING · BINDING
		<i>At the End of the Williamsburg Bridge</i>

Prose," and others familiar to the American trade.

In price the volumes varied from 2/6 to 21s, among the 33 titles which were given a price in the preliminary catalog. Of these only 5 were listed at more than 12/6.

IN A SHORT TALK under the title "Look at Your Books" over radio station WINS last month, Bertram Wolff, of the H. Wolff Book Manufacturing Co., pointed out that of the 65 "best sellers" of the past 50 years, his firm had been identified in some way with 55 of them. The Wolff plant has been in active production for the past 42 years and has, during that time, produced more than a quarter of a billion books.

RECENT EXPERIMENTS at the National Bureau of Standards of the Department of Commerce in Washington have shown that an excellent starch for sizing printing papers can be made from cull sweet potatoes. The experiments showed that the sweet potato starch produced results equal to the best results obtained from corn and cassava starches, already used as beater sizings in book and catalog papers.

A Fine Bookmaking Annual

The Fleuron annuals ended in 1930, seven volumes in all, volumes long to be prized by those who wish to understand what was done in the 1920's to extend the printer's knowledge of his craft. The enthusiasm and clear intelligence of Stanley Morison brought together a series of articles, as diversified as they were stimulating and when Mr. Morison felt that the mission of *The Fleuron* had been completed, the series ended.

Three years later George Macy of the Limited Editions Book Club of New York picked the idea of using a series of annuals (or bi-annuals) to extend the lay interest in fine bookmaking. *The Dolphin*, of which the second volume is just come to hand, centers its interests more directly on book production than did *The Fleuron* and it appeals more directly to the collector and amateur than to the typographical expert. Twelve hundred copies of the first volume were issued and two thousand of the second. The first was sold out at once and the second will be.

There are twenty-one different articles. The roster of contributors leaves nothing to

be desired. The layout of the book is by Dwiggins. The title-page, hand-letter, is in the most illusive Dwiggins manner, also the publishers' mark.

Attracting immediate attention because of the profuse illustrations in color is the article by Philip Hofer on "The Work of W. A. Dwiggins," a tribute of discernment and enthusiasm, accompanied by a Dwiggins checklist which will start many to looking over their shelves and by 24 pages of reproductions, together with a Dwiggins booklet made for *The Dolphin* in a new uncial type.

The Printing of Music 1473-1934 by Kathi Meyer is a work of fresh scholarship, excellently developed, fully illustrated, accompanied by a reading list. Paul A. Bennett has done, as it should be done, an illustrated article "On Recognizing Type Faces." Taking up one by one all the commonly used book faces, he points out the characteristic elements in the design of each and gives the historic background of the design.

To Beatrice L. Warde, so often contributor to *The Fleuron*, has been assigned the task of explaining to the layman the processes of Cutting Types of Machines; bold well-lettered drawings assist the demonstration. Joseph Blumenthal, of The Spiral Press, describes the difficulty of fitting types to make the perfect page.

The subject of the illustrated book is discussed aesthetically and practically by Christopher Sandford and by Robert Josephy, while Warren Chappell talks on "Illustrations Made with a Tool." In the case of this latter article the text is more vocational than thought provoking, more for the amateur practitioner than the collector. The article on paper by Thomas W. Fairbanks seems less in common cause with the rest of the book than might be and Edith Diehl on "The Kinds of Binding" seems to take us again into the vocational field.

The surveys of contemporary bookmaking are of the year 1933, contemporary enough to be sure, but giving the effect of delayed comment. There could be no better commentators than Carl Purington Rollins for America and Douglas Cliverdon for England. Of the continental countries the report from Russia makes the best reading, France and Holland the least.

The Dolphin, 1935 is a definite step on from 1933 and an extremely creditable project to have carried out in troublous times.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

- Angas, Laurence Lee Bazley** **Ec**
 The boom begins. 96p. diags. F [c. '35] N. Y., Simon & Schuster pap., 2.00
 A sequel to "The Coming American Boom." Analysis of our present economic condition with predictions as to stock operations, based on the assumption that inflation has begun.
- Bailey, Robert G.** **Hi**
 River of no return (the great Salmon River of Idaho) [lim., numbered, signed ed.]. 539p. il., maps O c. Lewiston, Id., Bailey-Blake Pr. Co. 5.50
 Stories of the history and development of central Idaho and eastern Washington, with a section about the wars, customs and legends of the Nez Perce Indians.
- Baldwin, Mabel E.**
 Diet and like it. 240p. D c. N. Y., Appleton-Century 2.50
 A guide to pleasant and healthful dieting for those who would reduce and those who would not gain.
- Barnhart, Wilbur S. and Maxwell, Leslie B.** **Bu**
 Social-business arithmetic, with introduction to business; brief course. 384p. il., diags. D [c. '35] N. Y., Mentzer Bush lea. cl., 1.28
- Beach, Rex Ellingwood** **Fi**
 Masked women. 284p. il. D (Copyright fiction) [c. '27-'34] N. Y., [Burt] .75
- Bell, Sallie Lee** **Fi**
 Marcel Armand; a romance of old Louisiana. 360p. il. D [c. '35] Bost., L. C. Page 2.00
 "The story of a lieutenant of Jean Lafitte's pirate band and of Elbée Rochelle, a wealthy young girl of New Orleans, with whom he fell in love."
- Bennet, Robert Ames** **Fi**
 Guns on the Rio Grande. 306p. D (Copyright fiction) [c. '34] N. Y., Burt .75
- Berry, Raymond A.** **Fi**
 The holding of Recapture Valley. 286p. D (Copyright fiction) [c. '34] N. Y., Burt .75
- Blackwood, Algernon** **Fi**
 The Fruit Stoners. 286p. D c. N. Y., Dutton 2.50
 A fantasy, in which reality and dream are mingled in the adventures of a little girl with the people she has invented from the fruit stones left from tea.
- Bradley, Robert Foster and Michell, Robert Bell, eds.**
 French literature of the nineteenth century. 458p. O c. N. Y., Crofts 2.75
 This text of selected readings and its companion volume, "French Literature before 1800," were designed for a survey course in French literature. See also Michell.
- Brander, Shirley** **Fi**
 Social secretary. 256p. D (Copyright fiction) [c. '33] N. Y., Burt .75
- Bridges, Victor** **Fi**
 Peter in peril. 300p. D [c. '35] Phil., Penn 2.00
 An exciting and romantic story of a young man and girl's struggles to bring a dope-smuggling gang to justice.
- Brown, Walter C.** **Fi**
 Murder at Mocking House. 316p. D (Copyright fiction) [c. '33] [N. Y., Burt] .75
- Caldwell, Erskine**
 Tenant farmer. 30p. D [c. '35] N. Y., Phalanx Press, 303 4th Ave. pap., .25
 Describing the present living conditions and deplorable economic status of the southern tenant farmer.
- Chapman, Dom John [originally Henry Palmer Chapman]** **Re**
 The spiritual letters of Dom John Chapman O. S. B., fourth Abbot of Downside; ed. with introductory memoir by Dom Roger Hudleston. 344p. D '35 N. Y., Sheed & Ward 3.00
- Clare, John** **Po**
 The poems of John Clare; ed. by J. W. Tibble; 2 v. 601p.; 567p. fronts D ['35] N. Y., Dutton buck., 8.00
 The first definitive edition of an early 19th century English country poet, whose work has been brought to present-day attention by Edmund Blunden.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Clark, Kenneth

A catalogue of the drawings of Leonardo da Vinci in the collection of His Majesty the King at Windsor Castle; 2 v. various p. (3p. bibl.) il. Q '35 N. Y., Macmillan 25.00

A detailed, descriptive catalogue of the drawings by Leonardo da Vinci in the library of Windsor Castle. Volume 2 is devoted to reproductions of the drawings.

Clarke, Donald Henderson

Kelly. 318p. D [c. '35] N. Y., Vanguard 2.00
New York's tough lower west side is the setting of this story of Kelly, a manicurist—born Maria Petrucci Grimaldi.

Cobb, Humphrey

Paths of glory. 265p. (bibl. note) D c. N. Y., Viking 2.50
A gripping novel of the World War.

Commager, Henry Steele, ed.

Documents of American history; 2 v. 468p.; 466p. O (Crofts Amer. hist. ser.) '35, c. '34 N. Y., Crofts 2.50, ea.

A collection of original documents which illustrate the course of American history from 1492 to the present.

Conner, Rearden

Salute to Aphrodite; a novel. 301p. O [c. '35] Ind., Bobbs-Merrill 2.50
This story of lusty, brutish, attractive Martin Delaney is laid in Ireland in the days of the Fenian trouble.

Coville, Alfred and Temperley, Harold William Vazeille, eds.

Studies in Anglo-French history during the eighteenth, nineteenth and twentieth centuries. 193p. (bibl. footnotes). O '35 [N. Y., Macmillan] 2.75

Crook, Thurman Charles

Simplified mechanical drawing; a textbook for beginners; rev. ed. 186p. il., diagrs. obl. S (McGraw-Hill industrial arts texts) [c. '28, '35] N. Y., McGraw-Hill 1.28

Cullum, Ridgwell

The flaming wilderness. 319p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Adventure in print (An); an anthology of verse [lim. ed.] 56p. il. O c. '35 Phil., Magee Press, 6388 Overbrook Ave. pap., 1.50

Aldis, Mary

No curtain; suggested themes for eight impromptu plays. 88p. D [c. '35] N. Y., S. French pap., .50

Bartlett, R. W.

St. Louis milk problems, with suggested solutions. 91p. maps, diagrs. O (Agri. Exp. Sta. bull. 412) '35 [Urbana], Univ. of Ill. pap., apply

[Barto, Harriet T.]

Sane reducing diets—and how to plan them. 11p. O (Agri. Exp. Sta. circular 433) '35 [Urbana], Univ. of Ill. pap., apply

Bigelow, Robert P.

Directions for the dissection of the cat; rev. ed. 76p. il. D (Zoological lab. manuals) '35 N. Y., Macmillan .90

Binyon, Laurence

The case of Christopher Smart. 20p. O (Eng. Ass'n pamphlet no. 90) ['35] N. Y., Oxford .75

Black's veterinary dictionary; 2nd rev. ed., by William C. Miller. 1154p. il. O '35 N. Y., Macmillan 8.00

Braun, Wilbur

Find the woman! a mystery farce in three acts. 123p. diagr. D c. '35 N. Y., S. French pap., .50

Davis, Hallam Walker

Self-improvement in English; rev. ed. 407p. D [c. '25, '35] Garden City, N. Y., Doubleday 1.20

Debate index supplement and supplementary bibliographies on current debate topics. 152p. D (Reference shelf, v. 10, no. 4) c. N. Y., H. W. Wilson .90

Denbie, Roger, pseud.

Death on the limited. 285p. D (Copyright fiction) [c. '33] N. Y., Burt .75

Derleth, August W.

Place of hawks. 250p. il. O [c. '35] N. Y., Loring & Mussey 2.50
Four novelettes about the old families of Sae Prairie, Wisconsin.

Ekblaw, Walter Elmer

New England fancies [lim. ed.]. 127p. front. (por.) D c. Worcester, Mass., Achille J. St. Onge, 904 Grove St. 1.50
Essays which follow the course of the New England seasons in subject matter.

Ermine, Will, pseud. [Harry Sinclair Drago]

Laramie rides alone. 276p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Eurich, Alvin Christian and Carroll, Herbert Allen

Educational psychology. 443p. (bibls.) il., diagrs. D [c. '35] Bost., Heath 2.24
The authors are assistant professors of educational psychology in the University of Minnesota.

Farquhar, Silas Edgar, ed.

The world book encyclopedia annual for 1934; a review of the events of the year. 160p. il. O [c. '35] Chic., W. F. Quarrie & Co. pap., 1.00

Fielding, Archibald

The Cautley mystery. 274p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Fisher, Herbert Albert Laurens

A history of Europe; [v. 1], Ancient and mediaeval. 461p. (bibls.) maps O c. Bost., Houghton 4.60
This first book in a three-volume survey of European history covers the period from primitive days to the fall of Constantinople.

The lucky accident; a farcical comedy in three acts. 123p. diagr. D c. '35 N. Y., S. French pap., .50

Campion, Martha, ed.

New Pioneer story book [juvenile]. 112p. il. O c. '35 N. Y., New Pioneer Pub. Co., Box 28, Sta. D pap., .25

Connecticut guide (The); what to see and where to find it; a project of the State Planning Board initiated under CWA and completed by FERA funds; comp. by Edgar L. Heermance. 349p. (3p. bibl.) maps (pt. col.) O c. Hartford, Conn., Emergency Relief Commission pap., apply

Conybeare, J. J.

Manual of diabetes. 130p. O '35 N. Y., Oxford 2.00

Self care for the diabetic; 3rd ed. 25p. O '35 N. Y., Oxford .35

Culver, Louisa Collier

Golden Hill; a play in three acts. 47p. il. D [c. '35] N. Y., Methodist B'k pap., .25

Donkin, C. T. B.

The elements of motor vehicle design; a text-book for students and draughtsmen; 2nd ed. 298p. il. O '35 N. Y., Oxford 4.25

Else, Ronald

No father to guide them; a comedy in three acts. 88p. diagr. D c. '35 N. Y., S. French pap., .50

Fleming, Daniel Johnson

Re

Ethical issues confronting world Christians. 287p. (bibl. footnotes) O [c. '35] N. Y., Internat'l Missionary Council, 156 5th Ave. 2.00

A consideration, from the ethical viewpoint, of the economic, national, racial and cultural, personal and religious issues confronting Christian work today.

Freeman, Martin Joseph

Fi

The case of the blind mouse. 256p. D (Dutton clue mystery) [c. '35] N. Y., Dutton 2.00

A murder mystery which begins with the death of a beautiful radio singer from a mysterious ailment on the very night that her husband, also a singer, was kidnapped.

Friedrich, Carl Joachim and others

Problems of the American public service. 444p. (bibl. footnotes) O (Commission of Inquiry on Public Service Personnel monographs, nos. 7-11) c. N. Y., McGraw-Hill 4.00

Five monographs on specific aspects of personnel administration.

Fries, N. M.

Fi

Daughter-in-law. 310p. Bost., Christopher 2.50

Frost, Father Bede [originally Albert Ernest Frost]

Re

Founded upon a rock. 207p. D ['35] N. Y., Macmillan 1.75

An introduction to the Sermon on the Mount.

Galger, Lucinda Hallett

Life's mysteries. 119p. front. (col.) D [c. '35] Bost., Marshall Jones 1.50

Poems and essays.

Garis, Howard R.

Ju

Buddy and his cowboy pal. 224p. front. D '35 N. Y., Cupples & Leon 1.50

Gauvreau, Emile Henry

What so proudly we hailed. 246p. il. O c. N. Y., Macaulay 3.50

An American newspaper editor's impressions of Soviet Russia, which he visited, placed in juxtaposition to his impressions of contemporary America as seen through the news stories and photographs which awaited him on his return.

Giovio, Paolo

★ Bi

An Italian portrait gallery; being brief biographies of scholars; tr. [from the Latin] by Florence Alden Gragg. 187p. (bibl. notes) front. (por.) D [c. '35] Bost., Chapman & Grimes 2.50

An English translation of "Elozia Doctorum Virorum" which was written in the early 16th century by an Italian historian.

Gleason, H. A.

Sc

Plants of the vicinity of New York. 284p. O '35 N. Y., N. Y. Botanical Garden, Bronx Park 1.65

Glück, Elsie

Introduction to American trade unionism. 93p. (bibl.) diags. O [c. '35] N. Y., Affiliated Schools for Workers 1.35

A brief survey of trade unionism in the United States.

Goodrich, Luther Carrington

The literary inquisition of Ch'ien Lung. 275p. O (Amer. Council of Learned Societies, studies in Chinese and related civilizations) '35 Balt., Waverly Press 3.00; pap., 2.50

Greer, Hilton Ross

Po

Ten and twenty Aprils; selected verse. 99p. D [c. '35] Dallas Tex., Tardy Pub. Co. 1.50

Guthrie, William B. and Barber, Willard F.

American government. 328p. (bibl.) il. D (Globe concise texts) '35 N. Y., Globe B'k 1.40; pap., 1.00

Hamilton, Mary Agnes Adamson [Iconoclast, pseud.]

Fi

Sentenced to life. 443p. D '35 Bost., Houghton 2.50

The dramatic story of a modern young English couple who believed that the only way to prevent a world catastrophe was to assassinate a statesman who was leading their country into war.

Hanke, Lewis Ulysses

Hi

The first social experiments in America; a study in the development of Spanish Indian policy in the sixteenth century. 114p. front. O (Harvard historical monographs, 5) '35 Cambridge, Mass., Harvard 1.00

Hart, Albert Bushnell and Schuyler, William M., eds.

Hi

The American year book, 1934. 1003p. D '35 N. Y., Amer. Year B'k Corp., 229 W. 43rd St. 7.50

Harvey, Rowland Hill

Bi

Samuel Gompers, champion of the toiling masses. 383p. (5p. bibl.) front. (por.) O [c. '35] Stanford Univ., Cal., Stanford Univ. Press 3.75

A study of the life, philosophy and active career of the late Samuel Gompers as a leader of the American labor movement and as the president of the American Federation of Labor for almost forty years.

Haycox, Ernest

Fi

Riders west. 296p. D (Copyright fiction) [c. '34] N. Y., Burt 1.75

Herodius

Re

Show me the way. 98p. Bost., Christopher 1.25

Hewitt-Bates, J. S.

Bookbinding for schools; a textbook for teachers and students in elementary and secondary schools and training colleges [2nd rev. ed.]. 127p. (bibl.) il., diags. O ['35] Peoria, Ill., Manual Arts Press 2.50

Hill, Howard Copeland

The life and work of the citizen. 654p. (bibl.) il. (col. front.), maps, diags. D [c. '35] Bost., Ginn 1.52; N. Y. State ed., 1.64

A textbook on the fundamentals of our present social order and its problems, for high schools.

Hornor, William Macpherson, jr.

Blue book Philadelphia furniture; William Penn to George Washington, with special reference to the Philadelphia-Chippendale school. 355p. (bibl.) il. Q c. [Bryn Mawr, Pa., Author, Bryn Mawr Ave.] 12.00, bxd.

A detailed study of the history and characteristics of furniture made by Philadelphia craftsmen between 1682 and 1807, based on original source material and illustrated with photographs of outstanding examples. The author is adviser to the Pennsylvania Museum of Art in American Furniture.

Hughes, R. O.

Ec

Fundamentals of economics; rev. ed. 528p. il. D '35 Bost., Allyn & Bacon 1.80

Fraenkel, Eduard

Rome and Greek culture. 32p. S '35 N. Y., Oxford 1.75

Hinman, Frank, M.D.

The principles and practice of urology. 1111p. il. '35 Phil., Saunders 10.00

Hunter, John [John Addiscombe, L. H. Brenning, Anthony Drummond, pseud.] **Ju**

The White Phantom. 323p. il. (col. front.), diagr. D c. N. Y., Smith & Haas 1.50

A thrilling first voyage on a wonderful hydroplane liner, during which the ship is seized by robbers and the passengers and crew marooned in Greenland is described in this story for boys between 10 and 15.

Huntington, Lea **Po**
Lyric melodies. 33p. Bost., Christopher 1.00

Hutten zum Stolzenberg, Bettina Riddle, freifrau von **Fi**

Lives of a woman; a novel. 288p. D [c. '35] N. Y., Dutton 2.00

The story of the Mem, as she was affectionately called by her many children, who had lived colorfully and fully with four husbands and one lover and at sixty-three was still young-looking and brimming over with personality and charm.

Jekyll, Francis **Bi**
Gertrude Jekyll; a memoir. 247p. il. O '35 Northampton, Mass., B'kshop Round Table, c/o Hampshire B'kshop 2.75

Jones, Robert L. and Wheat, Harry Grove
Jones-White arithmetics; b'ks 1-3. various p. il. (pt. col.), diagrs. D [c. '35] Bost., Heath
b'ks 1 and 2, .64, ea.; b'k 3, .72

Kallet, Arthur
Counterfeit—not your money but what it buys. 95p. il. O [c. '35] N. Y., Vanguard 1.50

A graphic and specific exposé of how the American consumer is deceived by false advertising and merchandising claims. By a co-author of "100,000,000 Guinea Pigs."

Kerlin, Robert Thomas **Po**
Negro poets and their poems; 2nd ed., rev. and enl. 363p. (bibl. notes) il. D [c. '23, '35] Wash., D. C., Associated Publishers 2.50

Kerr, Sophie [Sophie Kerr Underwood] **Fi**
Stay out of my life. 316p. D (Copyright fiction) [c. '33, '34] N. Y., Burt .75

Kimble, Grace Eleanor
Social work with travelers and transients; a study of Travelers' Aid work in the United States. 127p. (bibl. footnotes) O (Social service monographs no. 32) [c. '35] Chic., Univ. of Chic. Press 1.00

Knatt, James Edward
Vegetable growing; 2nd ed. 361p. il. D '35 Phil., Lea & Febiger 3.25

Koizumi, Kazuo **Bi**
Father and I; memories of Lafcadio Hearn. 208p. il. O c. Bost., Houghton 2.50
The son of Lafcadio Hearn's Japanese marriage tells of his childhood memories of his father and of the Hearn family life in Japan.

Hollister, Len D.

Patsy strings along; a comedy-drama in three acts. 90p. diagr. D c. '34, '35 N. Y., S. French pap., .50

Jaffin, George H.
Prologue to monostatistics. 32p. O c. '35 N. Y., Columbia Law Review Ass'n, Kent Hall, Columbia Univ. pap., .75

Johnstone, R. W.
A text-book of midwifery; 7th rev. ed. 480p. il. O (Edinburgh medical ser.) '35 N. Y., Macmillan 6.50

Keeler, Eloise
Lucky day; a one-act play. 25p. diagr. D c. '35 N. Y., S. French pap., .35

Kunitz, Joshua

Dawn over Samarkand; the rebirth of Central Asia. 348p. map O [c. '35] N. Y., Covici, Friede 3.00

A picture of the startling changes wrought by the Soviet régime in the primitive Mohammedan countries of Central Asia during the past few years.

Lath, J. A. **Ju**
Cortez emerald mystery. 224p. front. D '35 N. Y., Cupples & Leon .50

Lothar, Ernst **★ Fi**
The loom of justice; tr. [from the German] by Willa and Edwin Muir. 312p. O c. N. Y., Putnam 2.50

The legal point of view as opposed to the human point of view is the theme of this novel about an Austrian magistrate who was put on trial for murder when he took the life of his wife who was suffering from an incurable disease.

Lenin, Nikolai [originally Vladimir Il'ich Ulianov] **★**

Selected works; v. 2, The struggle for the Bolshevik Party (1900-04) [tr. from the Russian]. 583p. (bibl. notes) diagrs. D [c. '35] N. Y., Internat'l Publishers 2.00

Leontiev, A. **Ec**
Political economy; a beginner's course. 285p. (bibl. footnotes) O [c. '35] N. Y., Internat'l Publishers 2.00
An outline of the elements of Marxist-Leninist political economy.

Mackay, Henry Falconar Barclay **Re**
Some studies in the Old Testament. 205p. O [c. '35] N. Y., Macmillan 2.00
Studies in the historical and prophetic books.

Malot, Hector Henri
Sans famille; ed. by Ralph W. Haller and Leopold Klein. 243p. il., map S (Internat'l modern language ser.) [c. '35] [Bost.], Ginn .80

Michell, Robert Bell and Bradley, Robert Foster, eds.
French literature before 1800. 508p. O c. N. Y., Crofts 3.00

Millspaugh, Arthur Chester
Public welfare organization. 725p. (bibls.) O (Inst. for Gov't Research ser.; studies in administration, no. 31) c. Wash., D. C., Brookings Inst. 3.50
A critical analysis of conditions in the field of public welfare administration.

Milton, John
The works of John Milton; v. 11. 551p. front. O c. N. Y., Columbia Univ. Press 105.00, set; de luxe ed., 315.00, set

Containing Milton's "Art of Logic" in the original Latin and also in English, translated and edited by Allan H. Gilbert. The two texts appear on facing pages.

Kircher, William H.

Chickens; a guide to profitable farm flock management. 139p. il., diagrs. D c. St. Paul, Webb B'k Pub. Co. pap., .50

Kirsten, Frederick Kurt
Cycloidal propulsion in air. 87p. il., diagrs. O (Engineering Exp. Sta. ser. bull. no. 79) '35 Seattle, Univ. of Wash. pap., 1.00

Meredith, Howard V.
The rhythm of physical growth; a study of eighteen anthropometric measurements on Iowa City white males ranging in age between birth and eighteen years. 128p. (2p. bibl.) diagrs. O (Univ. of Ia. studies, new ser. no. 292; Studies in child welfare, v. 11, no. 3) '35 Iowa City, Univ. of Ia. 1.35; pap., 1.00

Mirick, Gordon Richmond and others

Plane geometry and its uses; enl. and rev. 416p. il., diags. D [c. '35] Evanston, Ill., Row, Peterson
lea. cl., 1.24

Mitchell, Edwin Valentine

The art of authorship. 128p. il. O [c. '35] N. Y.,
Loring & Mussey 1.75

Advice to authors on how to work and conduct
their profession, with many anecdotes from the past.

Mugglebee, Ruth

Father Coughlin, the radio priest, of the Shrine
of the Little Flower; an account of the life, work
and message of Reverend Charles E. Coughlin; introd.
by Robert E. Rogers. 368p. il. D (Star b'ks) [c. '33]
Garden City, N. Y., Garden City Pub. Co. 1.00

National Research Council, Division of Chemistry and Chemical Technology

Annual survey of American chemistry; v. 9 [1934].
396p. O '35 N. Y., Reinhold Pub. Corp. 4.50

Nicol, Lucille and others

The nature hour; 5th and 6th years; 4 v. various
p. (bibls.) il. (pt. col.) map, diags. D [c. '35]
Newark, N. J., Silver, Burdett

5th year, .76, ea.; 6th year, .80, ea.
Nature study readers for the fifth and sixth grades.
The material in each volume is organized on a seasonal
plan—one volume of each grade to be used in the
autumn and winter, one in the spring.

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Manhattan love song. 293p. D (Copyright fiction)
[c. '33, '34] N. Y., Burt .75

Pahlow, Mrs. Gertrude Curtis Brown

Cabin in the pines. 316p. D [c. '35] Phil., Penn.
2.00

In a cabin in Carolina an impoverished young
architect learns to face life again and finds the real
love of his life.

Pitkin, Walter Boughton

Let's get what we want! a primer in a sadly neglected art. 299p. D c. N. Y., Simon & Schuster 2.00

A description of the present crisis for consumers in
the four necessities of life, shelter, health, food and
clothing, with suggestions on how to end the crisis.

Pollak, Katherine Heilprin

Can the work-week shrink and wages grow? present problems in the light of the past; rev. ed. 36p.
O c. '28-'35 N. Y., Affiliated Schools for Workers
pap., .25

Riddell, Mrs. Florence

Dream island. 313p. D (Copyright fiction) [c. '33] N. Y., Burt .75

Morgan, William W.

A descriptive study of the spectra of the A-type stars. 123p. front., diags. Q (Pub'ns of Yerkes Observatory, v. 7, pt. 3) [c. '35] Chic., Univ. of Chic. Press
pap., 2.00

Morriss, Elizabeth C. and others

An experimental reading study in the joint library—adult elementary education field. 48p. (bibls.) D c. N. Y., Teachers Coll., Columbia Univ. pap., .50

Niblack, John Lewis and Underhill, H. C.

A treatise on the law of criminal evidence; 4th ed. 1691p. Q c. '35 Ind., Bobbs-Merrill lea. cl., 15.00

Obrieg, Theodore E.

Modern ophthalmic lenses and optical glass. 342p. (4p. bibl.) il., diags. O c. [N. Y., Author, 7 E. 48th St.] 4.50

Rixson, Mrs. M. E.

The love story of a happy man; a monograph. 160p. il. D [c. '35] N. Y., Revell 1.50

An account of a happy romance and marriage.

Rockwood, Roy

Bomba the jungle boy trapped by the cyclone. 224p. front. D '35 N. Y., Cupples & Leon .50

Rose, Mary Davies Swartz [Mrs. Anton Richard Rose] and Borgeson, Gertrude M.

Child nutrition on a low-priced diet; with special reference to the supplementary value of an egg a day, the effect of adding orange juice and of replacing egg by liver. 123p. (bibl. footnotes) il., diags. O (Child development monographs, no. 17) c. N. Y., Teachers Coll., Columbia Univ. 1.50

Roule, Louis

Fishes and their ways of life; tr. from the French by Conrad Elphinstone. 319p. diags. O [c. '35] N. Y., Norton 3.75

A scientific, non-technical description for the layman of the amazing and diversified activities and characteristics of fishes.

Saliers, Earl Adolphus

Fundamentals of accounting. 432p. diags. O c. Chic., Business Pub'ns, 332 S. Michigan Ave. 4.00

The author is professor of accounting in Louisiana State University.

Samat, Jean Toussaint

Ships aflame! tr. from the French by Elisabeth Abbott. 311p. D [c. '35] Phil., Lippincott 2.00

A mystery of the sea which won the Jules Verne Prize in France.

Schmeckebier, Laurence Frederick

International organizations in which the United States participates. 380p. (bibls.) O (Inst. for Gov't Research ser.; studies in administration no. 30) c. Wash., D. C., Brookings Inst. 2.50

A description of the international organizations of a permanent character which the United States supports. The discussion is limited to those for which obligations were in force at the end of 1934.

Schmidt, William Sidney

The doberman pinscher [3rd ed.]. 136p. il., diags. O c. Chic., Judy Pub. Co. 2.50

Shea, William P.

Silver dollars. 64p. diag. S c. [N. Y.], Putnam 1.00

A concise presentation of the fundamental factors underlying today's monetary system and an explanation of the growing importance of silver in America's monetary policy.

Otterström, Thorvald

A theory of modulation; Eine Modulationstheorie. 169p. Q [c. '35] Chic., Univ. of Chic. Press 2.50

Payne (John Howard) Memorial "Home, Sweet Home," East Hampton, Long Island, New York. The. 32p. il. O c. '35 E. Hampton, N. Y., Village of East Hampton, J. Edward Gay, Jr. pap., .50

Piper, Fred Smith, comp.

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Federal Reserve Board. Fed. Res. Bulletin, v. 1, 1915.
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Hodge, Frederick Webb. Handbook of Indians of Canada. Ottawa. C. H. Parmalee. 1913.
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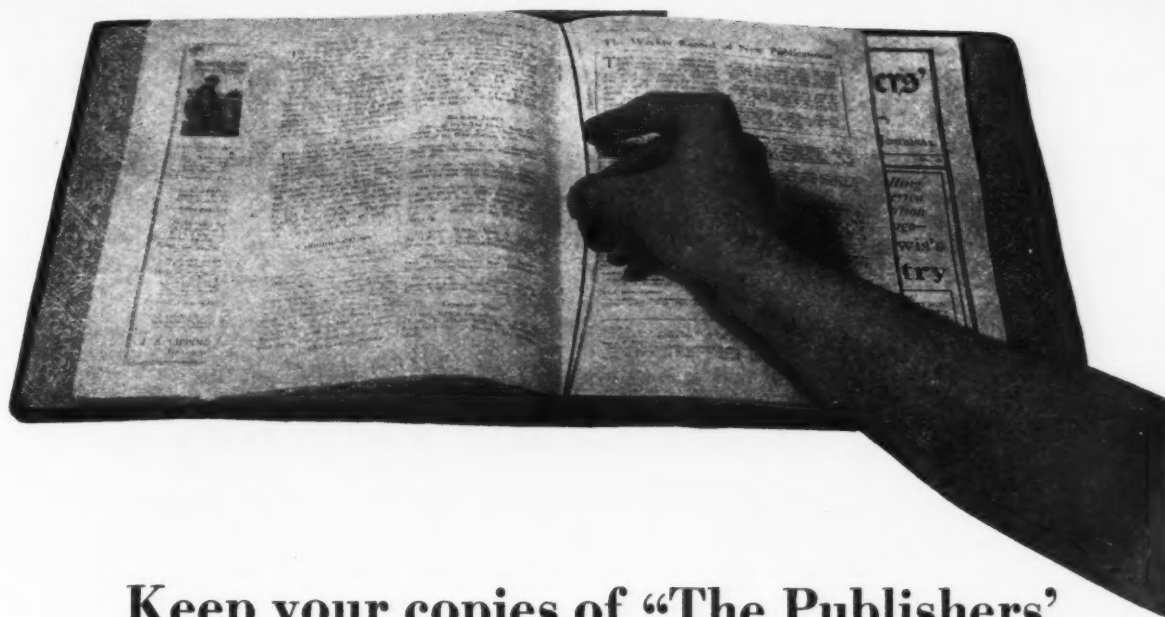
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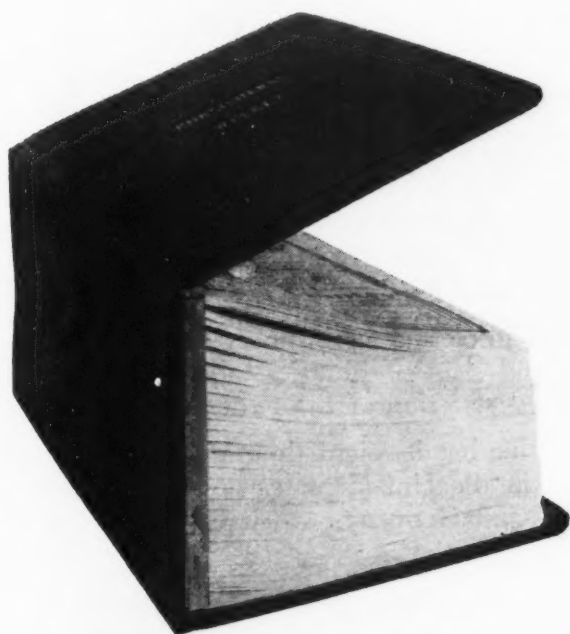
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